



Name : .....  
Roll No. : .....  
Invigilator's Signature : .....

**CS / BBA(H), BIRM, BSCM / SEM-4 / BBA-404 / 2010  
2010**

**MARKETING MANAGEMENT – I**

Time Allotted : 3 Hours

Full Marks : 70

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

**GROUP – A**

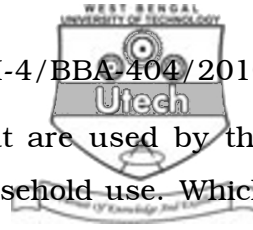
**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for any *ten* of the following :  
10 × 1 = 10

- i) AIDA Model stands for Attention, Interest, ..... and Action.
  - a) Decision
  - b) Desire
  - c) Doubt
  - d) Durability.
- ii) Product Mix comprises width, length, depth and
  - a) height
  - b) weight
  - c) consistency
  - d) density.
- iii) A registered brand is called
  - a) Logo
  - b) Brand equity
  - c) Trade Mark
  - d) Patent.



- iv) ..... is not a component of Promotion Mix.
- a) Advertising                      b) Publicity
- c) Sales Promotion                d) Market Research.
- v) The company concentrates on more than one segment to minimize its risk. Which of the following targeting strategies can work well for the company, where the company focuses its resources on a few market segments and develops its expertise in fulfilling the needs of those segments ?
- a) Product specialization
- b) Market specialization
- c) Selective specialization
- d) Full market coverage.
- vi) Any organization selling directly to the final consumer is doing
- a) Wholesaling                      b) Retailing
- c) Franchising                      d) Warehousing.
- vii) Brand Ambassador means
- a) a model of car
- b) a model of commercial vehicle
- c) a person promoting the brand
- d) none of these.
- viii) Advertising is a part of
- a) Product Mix                      b) Place Mix
- c) Promotion Mix                    d) Price Mix.



- ix) Consumer products are products that are used by the consumer for personal, family or household use. Which of the following is *not* classified as consumer products based on the purchasing habits of the consumers ?
- a) Convenience products
  - b) Speciality products
  - c) Unsought products
  - d) Consumable supplies.
- x) DVD player is an example of
- a) FMCG product
  - b) Consumer durable product
  - c) Industrial product
  - d) all of these.
- xi) DAGMAR model was proposed by
- a) Russel H. Colley
  - b) Philip Kotler
  - c) David Ogilvy
  - d) Douglas McGregor.
- xii) ..... is regarded as the Father of Marketing Management.
- a) Dr. Philip Kotler
  - b) Russel H. Colley
  - c) David Ogilvy
  - d) E Jerome McCarthy.



**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.  $3 \times 5 = 15$

2. Compare selling and marketing.
3. Write a note on marketing mix.
4. Explain the concept of PLC with a pictorial representation.
5. Explain the functions of marketing intermediaries.
6. Examine the need for market segmentation.

**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

7. Illustrate the stages involved in new product development with an example.
8.
  - a) Define Consumer Behaviour.
  - b) Examine the need for studying Consumer Behaviour in Marketing.
9.
  - a) What is pricing ?
  - b) What factors govern pricing decisions ?
  - c) Explain any *two* major pricing methods.  $3 + 6 + 6$
10. Discuss the strategies at different stages of the PLC.
11. Write notes on any *three* of the following :  $3 \times 5$ 
  - a) Characteristics of successful salesman
  - b) Factors influencing choice of a channel
  - c) Importance of SWOT analysis
  - d) Functions of packaging
  - e) Types of marketing environment.