



Name :
Roll No. :
Invigilator's Signature :

CS / BBA(H), BIRM, BSCM / SEM-4 / BBA-404 / 2011

2011

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) A registered brand is called
 - a) logo
 - b) brand equity
 - c) trade mark
 - d) patent.
- ii) Advertising is a part of
 - a) Product mix
 - b) Place mix
 - c) Price mix
 - d) Promotion mix.
- iii) DVD player is an example of
 - a) FMCG
 - b) Consumer durable
 - c) Industrial
 - d) all of these.



- iv) DAGMAR model was proposed by
 - a) Russel H Colley
 - b) Philip Kotlar
 - c) David Ogilvy
 - d) D. McGregor.
- v) Medical representatives are known as
 - a) Order taker
 - b) Order getter
 - c) Order creator
 - d) none of them.
- vi) Retailers are directly linked with
 - a) physical distribution
 - b) promotion
 - c) product
 - d) pricing.
- vii) Physical evidence is an element of
 - a) product mix
 - b) service mix
 - c) marketing mix
 - d) all of these.
- viii) is a paid form of impersonal presentation of goods, services and ideas through an identified sponsor.
 - a) Publicity
 - b) Advertising
 - c) Sales promotion
 - d) Personal selling.
- ix) Solitary survivor is the stage of family life cycle.
 - a) first
 - b) third
 - c) fifth
 - d) final.



- x) Which of the following is not a variable of segmentation ?
- a) Demographic b) Psychographic
- c) Behavioural d) Heredity.
- xi) What is the extension of USP ?
- a) Unique selling proposition
- b) Unique selling plan
- c) Unique selling position
- d) Unit selling price.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

2. What is marketing myopia ?
3. What are the criteria for effective segmentation ?
4. Differentiate between marketing and selling.
5. State the different types of consumer behaviour.
6. Explain the concept of marketing mix.

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. 3 × 15 = 45

7. What are the elements of marketing micro environment and how are they important ? How does the elements of marketing macro environment affect decision making ? 8 + 7
8. Different intermediaries perform different functions. Discuss. Explain with suitable examples the concept of channel flows.



Discuss with examples some direct marketing channel options. 5 + 5 + 5

9. What are the different branding strategies available to marketer ? With real life examples, discuss the characteristics of a good brand name. 8 + 7

10. Marketing managers can make five major decisions, known as the five M-s, in developing a successful advertising program. Discuss. Advertisement objectives can be classified into four broad groups. Discuss. 10 + 5

11. Write short notes on any *three* of the following : 3 × 5 = 15

- a) Market skimming strategy
- b) Market penetration strategy
- c) Go-Error and Drop-Error
- d) Different channel flows
- e) Tele shopping and Mail shopping.

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