

Name :
Roll No. :
Invigilator's Signature :

CS/BBA(H)/BIRM/BSCM/SEM-4/BBA-404/2012

2012

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) Variety seeking behaviour is applicable for
 - a) high involvement product
 - b) low involvement product
 - c) high insolvent with very few brand differentiation
 - d) low involvement with high brand differences.



- ii) Use situation comes under
 - a) demographic segmentation
 - b) behavioural segmentation
 - c) geographic segmentation
 - d) psychographic segmentation.

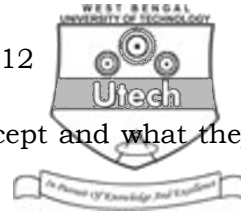
- iii) Retailers are directly linked with
 - a) physical distribution b) promotion
 - c) product d) pricing.

- iv) Physical evidence is an element of
 - a) product mix b) service mix
 - c) marketing mix d) all of these.

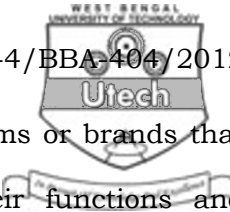
- v) is a paid form of impersonal presentation of goods, services and ideas through an identified sponsor.
 - a) Publicity b) Advertising
 - c) Sales promotion d) Personal selling.



- vi) Showroom retailers are able to offer low prices as a result of
- larger physical location
 - inexpensive warehouse space, reduced shoplifting losses, and long-lived products
 - high volume of perishable items
 - quick purchase process because of a large number of service representatives
 - offering a very small number of high volume items.
- vii) All of the following statements concerning internet retailers are correct *except*
- internet retailers have been one of the most uniformly successful classes of businesses on the internet
 - retailers that combine an online operation with a physical store operation have generally been more successful than purely internet retailers
 - internet retailers have suffered significantly from the dot.com bust, with many failing
 - internet retailers usually maintain little or no inventory, ordering directly from vendors to fill orders they receive via their websites
 - retailers of tangible goods are plentiful on the internet, but retailers of services are nonexistent.



- viii) The gap between what customers expect and what they receive when dealing with a firm is
- a) related to the price they paid for something, not its quality
 - b) always positive because the higher of the two values is counted first
 - c) impossible to measure because its subjective, not objective
 - d) one measure of their satisfaction with a firm and its products
 - e) one of the traditional methods of testing new products.
- ix) In an integrated marketing communications program, which of the following is not one of the ways in which a customer may have contact with the organization ?
- a) Direct mail
 - b) Personal letters from competitors
 - c) Personal selling
 - d) Internet messages
 - e) Media advertising.



x) is a group of product items or brands that are closely related in terms of their functions and benefits they provide.

- a) Product item b) Product line
- c) Product mix d) Product length.

xi) Full form of CRM is

- a) Customer Relationship Management
- b) Customer Retention Management
- c) Customer Research Management
- d) Customer Retail Management.

xii) Which concept is not a part of Evolution of Marketing ?

- a) Product concept b) Production concept
- c) Marketing concept d) Financial concept.

GROUP - B

(Short Answer Type Questions)

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

2. Discuss the various pricing objectives.
3. Sales is an auxiliary function of marketing. Comment.
4. Explain briefly the major forces that constitute a company's macro-environment.
5. Mention the steps essential for demonstrating successful salesmanship.



6. Suggest suitable marketing strategies for an FMCG product in its maturity and decline stages respectively.

GROUP - C

(Long Answer Type Questions)

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

7. a) Discuss the factors influencing consumer buying behaviour.
- b) Wholesalers perform so many important functions, that it is not possible to eliminate them altogether from the channels of distribution. Do you agree ? Discuss.

9 + 6

8. a) What do you mean by market segmentation ?
- b) Discuss the major segmentation variables for consumer markets.
- c) Suggest segmentation basis for the following :
- i) Furniture
- ii) Bicycles. $3 + 8 + 4$

9. a) Elucidate the stages involved in New Product Development.
- b) Why do you think some products ultimately fail even after successful test marketing ?
- c) Is marketing and selling synonymous ? $8 + 3 + 4$



10. a) What is advertising media ?
- b) How does a firm go about selecting an appropriate advertising media for a specific product or service ?
- c) Discuss the advantages and disadvantages of the following media vehicles :
- i) Newspapers
 - ii) Radio
 - iii) Internet. 3 + 6 + 6
11. Write short notes on any *three* of the following : 3 × 5
- a) Psychological pricing
 - b) Positioning
 - c) Channel levels
 - d) Components of products
 - e) Characteristics of a good brand name.

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