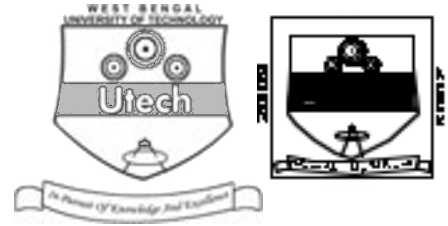


MARKETING MANAGEMENT (SEMESTER - 6)

CS / BHM / SEM-6 / HM-614 / 09



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the Candidate

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CS / BHM / SEM-6 / HM-614 / 09

ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009

MARKETING MANAGEMENT (SEMESTER - 6)

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
2. a) In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
b) For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
4. Read the instructions given inside carefully before answering.
5. You should not forget to write the corresponding question numbers while answering.
6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
7. **Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
9. Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

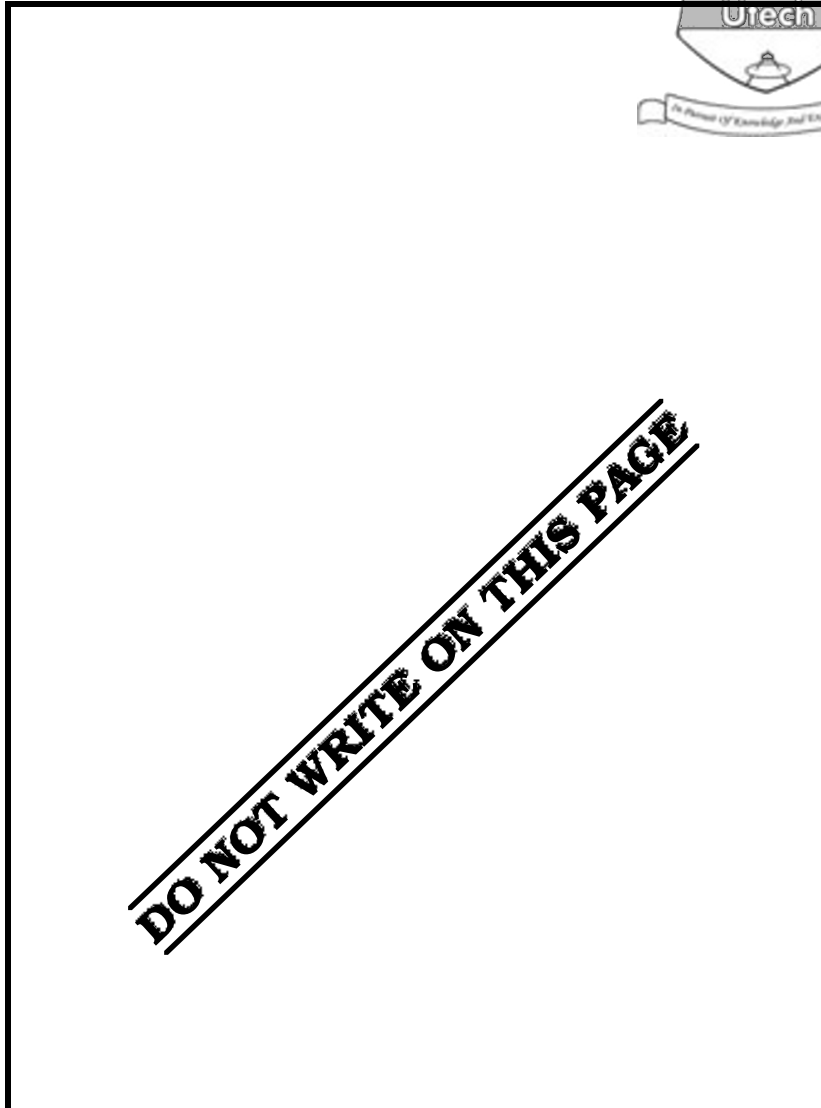
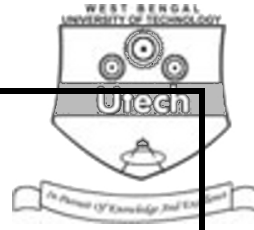
FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

	Group – A					Group – B					Group – C						
Question Number																Total Marks	Examiner's Signature
Marks Obtained																	

.....
Head-Examiner / Co-Ordinator / Scrutineer

6910 (17/06)





ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE - 2009

MARKETING MANAGEMENT
SEMESTER - 6



Time : 3 Hours]

[Full Marks : 70

GROUP - A

(Multiple Choice Type Questions)

1. Choose the correct answer from the given alternatives : 10 × 1 = 10
- i) Which one of the followin do not a service characteristic ?

a) Intangible	b) Inseparable	
c) Variability	d) Durability.	<input type="checkbox"/>

 - ii) Which one of the following is not belong to the service sector ?

a) LIC	b) ICICI Bank	
c) SAIL	d) Blue Dart.	<input type="checkbox"/>

 - iii) Which one of the following is a durable product ?

a) Santro /i10	b) Tomato	
c) Park Avenue soap	d) Bisleri.	<input type="checkbox"/>

 - iv) PLC in marketing stands for

a) People life cycle	b) Perennial living condition	
c) Product life cycle	d) None of these.	<input type="checkbox"/>

 - v) Distributors form the company's

a) Micro-environment	b) Macro-environment	
c) Demographic environment	d) Economic environment.	<input type="checkbox"/>

 - vi) Laws, government agencies form the of a company.

a) Economic environment	b) Political environment	
c) Cultural environment	d) Micro-environment.	<input type="checkbox"/>



vii) Which one of the following forms a part of buyer's decision-making process ?

- a) Economic environment
- b) Globalization issues
- c) Action research
- d) Information search.



viii) Buyer's black box consists of

- a) Buyer's characteristics
- b) Buyer's decision process
- c) Product, Price, Place & Promotion
- d) Both (a) & (b).

ix) Which one of the following is goods ?

- a) Soap
- b) Insurance
- c) Cinema
- d) Bank account.

x) Dividing market into distinct groups of buyer is called

- a) Market differentiation
- b) Segmentation
- c) Positioning
- d) Cutting edge.

GROUP – B
(Short Answer Type Questions)

Answer any *three* of the following.

3 × 5 = 15

2. Define the concepts of product levels.
3. Write a note on product classification.
4. What do you mean by perception ? Explain with example.
5. What is market segmentation ?
6. Write a short note on nature and scope of marketing.
7. What is Micro-environment ?
8. Define the term "Services Marketing".

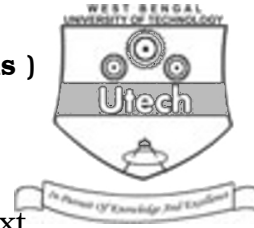


5

GROUP – C

(Long Answer Type Questions)

Answer any *three* questions.



3 × 15 = 45

9. a) Discuss hospitality marketing in the Indian context.
- b) What are the effects of terrorist attacks on Indian hotels and how to overcome them ? 7 + 8
10. a) Discuss product deletion.
- b) Discuss PLC curve. 7 + 8
11. Explain the segmentation variables with examples. 15
12. a) What are the characteristics of Services Marketing ?
- b) Discuss the characteristics of Services Marketing in the Indian context. 8 + 7
13. a) Discuss the personal factors which influence our buying decision.
- b) Who are the participants in the organizational buying process and how do they influence buying decisions ? 7 + 8
14. Write note on consumer behaviour across international cultures. 15
15. Explain the cultural factors, its sub-categories and how they influence consumer behaviour. 15
16. What are the psychological factors ? Why are they important for a marketer ? 8 + 7

END