



Name :

Roll No. :

Invigilator's Signature :

CS/BHM/SEM-6/HM-614/2010

2010

MARKETING MANAGEMENT

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 the following : $10 \times 1 = 10$
 - i) Which one of the following is not a characteristic of service ?
 - a) Intangibility
 - b) Variability
 - c) Flexibility
 - d) Perishability.
 - ii) Which one of the following does not constitute a company's micro-environment ?
 - a) Suppliers
 - b) Chambers of Commerce
 - c) Transportation system
 - d) Financial intermediaries.
 - iii) Which one of the following is not a factor affecting the consumer buying behaviour ?
 - a) Cultural factors
 - b) Social factors
 - c) Political factors
 - d) Personal factors.



iv) Fill in the blank :

Marketing is a and managerial process by which individuals and groups obtain what they need/want through creating and exchanging products and value with others.

- a) Social
- b) Legal
- c) Instrumental
- d) Political.

v) Fill in the blank :

..... is a want backed by an ability to pay for it

- a) Desire
- b) Deserve
- c) Need
- d) Demand.

vi) Which one of the following is not a major influencing factor on organizational buying ?

- a) Environmental factors
- b) Organizational factors
- c) Interpersonal factors
- d) Cultural factors.

vii) Which one of the following does not constitute a company's macro-environment ?

- a) Competitive environment
- b) Climatic environment
- c) Economic environment
- d) Technological environment.



viii) Which one of the following is not a level of market competition ?

- a) Brand competition b) Industry competition
c) Demand competition d) Generic competition.

ix) Hospitality companies have become very sensitive to protecting the distinctive nature of their total visual image and overall appearance, this is known as

- a) Brand equity b) Niche
c) Trade-dress d) None of these.

x) Arrange the formulations of the buying decision process in the proper order :

- I) Evaluation of alternatives
II) Information search
III) Purchase decision
IV) Problem recognition.

- a) IV, II, I, III
b) II, I, IV, III
c) II, IV, I, III
d) I, II, IV, III.

GROUP – B

(Short Answer Type Questions)

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

2. Discuss the concept of PLC with a pictorial representation.
3. Write a short note on Buyer's Black Box.

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4. Examine the need for market segmentation.
5. Give an overview of the hospitality marketing scenario in India.
6. What are the distinct characteristics of services that are distinct from tangible goods ?

GROUP – C

(Long Answer Type Questions)

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

7. Elucidate the concept of extended marketing mix for services with an example.
8. Explain vividly the factors that affect consumer Buying behaviour with suitable examples.
9. a) What do you mean by the term 'Marketing Environment' ?
b) Explain the components of a company's micro and macro environment with suitable examples. $5 + 10$
10. a) How does consumer buying behaviour differ from organisational buying behaviour ?
b) Explain the relevance of marketing in the hospitality industry. $7 + 8$
11. Examine the implications of culture and sub-culture on consumer behaviour with an example.

