Name :	
Roll No. :	Andrew (V Kanadar Jud Explant
Invigilator's Signature :	

# CS/BHM(OLD)/SEM-6/HM-614/2011 2011

## 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)

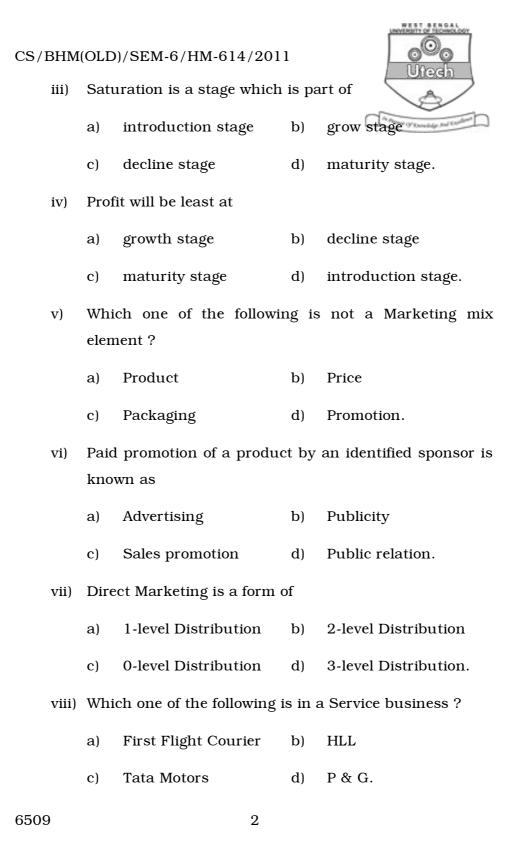
1. Choose the correct alternatives for any *ten* of the following :

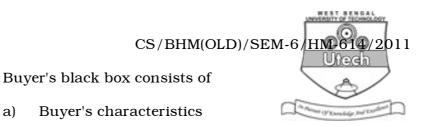
 $10 \times 1 = 10$ 

- i) Ethnic market comes under which of the following environment?
  - a) Socio-economic environment
  - b) Demographic environment
  - c) Political-legal environment
  - d) Natural environment.
- ii) A non-durable product is
  - a) television b) refrigerator
  - c) telephone d) toilet soap.

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

ix)

a)

- Which one of the following is goods ? X)
  - a) Soapb) Insurance
  - c) Cinema d) Bank account.
- xi) Dividing market into distinct groups of buyer is called
  - Market differentiation a)
  - b) Segmentation
  - c) Positioning
  - Cutting edge. d)

#### **GROUP – B**

## (Short Answer Type Questions)

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

- 2. Compare marketing with selling.
- 3. What do you mean by integrated marketing?
- 4. Discuss the components of Micro-environment of a firm.
- 5. State the individual determinants of consumer behaviour.
- 6. Prescribe marketing strategies for a product in the maturity and decline stage of the PLC.

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# GROUP – C

### (Long Answer Type Questions) Answer any *three* of the following.

- 7. a) What are the characteristics of Services Marketing ?
  - b) Discuss the characteristics of Services Marketing in the Indian context. 8 + 7
- 8. 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

- 9. a) Define segmentation.
  - b) List the important bases for segmentation.
  - c) How would you segment markets for :
    - i) bicycles
    - ii) shoes
    - iii) contact lens. 3+9+3
- 10. Discuss the different concepts of marketing, and elucidate how the modern concept is an improvement over the traditional one.
- 11. Write notes on any *three* of the following :  $3 \times 5$ 
  - a) Perception and consumer decision making
  - b) Factors determining consumer attention
  - c) Product levels
  - d) Characteristics of organisational buying
  - e) Culture and subculture.

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