



Name :

Roll No. :

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 × 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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- iii) Saturation is a stage which is part of
- a) introduction stage b) grow stage
c) decline stage d) maturity stage.
- iv) Profit will be least at
- a) growth stage b) decline stage
c) maturity stage d) introduction stage.
- v) Which one of the following is not a Marketing mix element ?
- a) Product b) Price
c) Packaging d) Promotion.
- vi) Paid promotion of a product by an identified sponsor is known as
- a) Advertising b) Publicity
c) Sales promotion d) Public relation.
- vii) Direct Marketing is a form of
- a) 1-level Distribution b) 2-level Distribution
c) 0-level Distribution d) 3-level Distribution.
- viii) Which one of the following is in a Service business ?
- a) First Flight Courier b) HLL
c) Tata Motors d) P & G.



- ix) Buyer's black box consists of
- a) Buyer's characteristics
 - b) Buyer's decision process
 - c) Product, Price, Place & Promotion
 - d) Both (a) & (b).
- x) Which one of the following is goods ?
- a) Soapb) Insurance
 - c) Cinema d) Bank account.
- xi) 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. $3 \times 5 = 15$

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.



GROUP – C

(Long Answer Type Questions)

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

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 : 3×5
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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