



Name :

Roll No. :

Invigilator's Signature :

CS/BHM (OLD)/SEM-6/HM-614/2012

2012

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 × 1 = 10

i) Modern concept of marketing is

- a) Sales oriented b) Customer oriented
c) Packaging oriented d) Promotion oriented.

ii) Which one of the following is a marketing mix element ?

- a) Planning b) Procurement
c) Packaging d) Promotion.



- viii) Slow sales growth is reflected at
- a) decline stage
 - b) growth stage
 - c) maturity stage
 - d) introduction stage.
- ix) Advertising and Display allowances is a
- a) Consumer promotion
 - b) Trade promotion
 - c) Sales-force promotion
 - d) Public promotion.
- x) Which one of the following is in a service business ?
- a) Bank of Baroda
 - b) Procter & Gamble
 - c) Tata Tea
 - d) Escorts.

GROUP - B

(Short Answer Type Questions)

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

2. Distinguish between selling and marketing concept ?
3. Explain social class and its characteristics.
4. Define customer value and satisfaction.
5. Distinguish between consumer buying behaviour and organizational buying behaviour.
6. Discuss in brief the types and functions of marketing intermediaries.
7. Explain the characteristics of services.
8. Define consumerism.

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GROUP - C

(Long Answer Type Questions)

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

9. Discuss in brief the role of marketing in business and economy.
10. Define marketing environment. Briefly explain a company's macro environment.
11. What is consumer behaviour ? Elucidate the personal and psychological factors in consumer buying behaviour.
12. Define industrial market. Outline the steps in the process of organizational buying behaviour.
13. Define service. Classify different types of services highlighting different sectors and their respective offers.

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