



Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-1/TTM-102/2009-10

2009

PRINCIPLES OF MARKETING – I

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) The last stage of a PLC is
 - a) Maturity
 - b) Decline
 - c) Introduction
 - d) Growth.

- ii) In the new product development, the commercialization step word follow
 - a) business analysis
 - b) test marketing
 - c) screening and evolution of ideas
 - d) generation of new product ideas.



- iii) If a travel agency tells a customer that his child would be accommodated free of cost in the hotel at the tourist spot, then the activity of the travel agency would fall under the gamut of
- a) personal selling b) sales promotion
c) advertising d) marketing.
- iv) Traditional concept of marketing is
- a) product oriented b) customer oriented
c) packaging oriented d) promotion oriented.
- v) Which one of the following is not a marketing mix element ?
- a) planning b) product
c) price d) promotion.
- vi) Starting pointing of selling is
- a) market b) customer needs
c) selling & promoting d) factory.
- vii) Service is nature.
- a) exchange
b) intangibility
c) profit making
d) relationship marketing.
- viii) Under which concept of marketing organization undertake aggressive selling and promotion effort ?
- a) societal concept b) production concept
c) product concept d) selling concept.

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GROUP – C

(Long Answer Type Questions)

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

7. What is Product Life Cycle ? What are its stages ? What are its major implication & merits and limits ? $3 + 6 + 6$
8. Explain the different environments of marketing by clearly emphasizing the Micro & Macro-environmental factors. 15
9. What is consumer behaviour ? Elucidate the external factors in consumer buying behaviour. $3 + 12$
10. What is a product ? Explain in brief, the stages involved in the development of a new product. $3 + 12$
11. Write short notes on any *three* of the following : 3×5
 - a) Scope of marketing
 - b) Rejuvenation
 - c) Elements of marketing mix
 - d) Production era in marketing
 - e) Demographic market segmentation.

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