	Ulledh
Name :	
Roll No.:	A Agrange of Exercising and Explained
Invigilator's Signature :	

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

Full Marks: 70

PRINCIPLES OF MARKETING – I

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

GROUP – A (Multiple Choice Type Questions)

- 1. Choose the correct alternatives for any ten of the following : $10 \times 1 = 10$
 - i) The last stage of a PLC is
 - a) Maturity

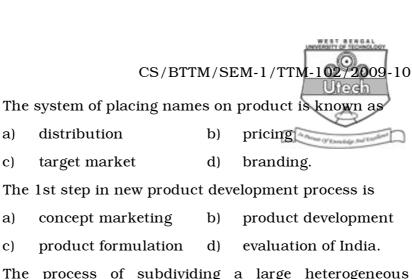
Time Allotted: 3 Hours

- 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.

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iii)	If a	travel agency tells a co	uston	ner 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				
		personal selling	b)	sales promotion	
	c)	_	d)	-	
iv)	Trac	Traditional concept of marketing is			
		product oriented		customer oriented	
	c)	packaging oriented	d)	promotion oriented.	
v)	Whi	ch one of the followi	ng 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	g.		
viii)	Und	_		narketing organization	
	undertake aggressive selling and promotion effort?				
	a)	societal concept	b)	production concept	
	c)	product concept	d)	selling concept.	
1.1		0			



- The process of subdividing a large heterogeneous xi) market into smaller homogeneous sub-group is known as
 - a) packaging b) pricing
 - c) market segmentation d) distribution channels.
- xii) Micro-environment of marketing includes
 - political environment a)

distribution

- b) economic environment
- c) suppliers

ix)

X)

a)

c)

a)

c)

d) technological environment.

GROUP - B (Short Answer Type Questions)

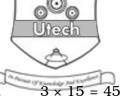
Answer any three of the following. $3 \times 5 = 15$ 2. What is markeing? What is the need of marketing in 2 + 3tourism? 5 3. State the importance of packaging in marketing. 4. Write a note on Brand positioning. 5 5 5. Discuss in brief, the limitations of market research. 5 6. What is a target market?

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GROUP - C

(Long Answer Type Questions)

Answer any three of the following.



- 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) Rejuvination
 - c) Elements of marketing mix
 - d) Production era in marketing
 - e) Demographic market segmentation.

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