



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BTTM/SEM-1/TTM-102/2010-11**

**2010-11**

**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) Which one of the following is not included in macro-environment forces ?
  - a) Geographic environment
  - b) Demographic environment
  - c) Technological environment
  - d) Individual environment.
  
- ii) Who popularized the idea called 4 Ps of marketing ?
  - a) Phillip Kotler
  - b) McCarthy
  - c) Stanton
  - d) None of them.



- iii) In the new product development, the commercialization step would follow
- a) business analysis
  - b) test marketing
  - c) screening & evolution of ideas
  - d) generation of new product ideas.
- iv) Idea screening is the ..... in the product development process.
- a) 1st step
  - b) 2nd step
  - c) 3rd step
  - d) none of these.
- v) Which of the following is not a psychological factor that influences consumer behaviour ?
- a) Attitude
  - b) Perception
  - c) Both (a) & (b)
  - d) Learning.
- vi) Under which concept of marketing organization undertake aggressive selling and promotion effort ?
- a) Societal concept
  - b) Production concept
  - c) Product concept
  - d) Selling concept.
- vii) The system of placing names on product is known as
- a) distribution
  - b) pricing
  - c) target market
  - d) branding.
- viii) Two closely related products are known as
- a) product item
  - b) product line
  - c) product life cycle
  - d) none of these.



- ix) Macro-environment of marketing refers to
- a) intermediaries
  - b) customers
  - c) physical environment
  - d) competitive organization.
- x) The process of subdividing a large heterogeneous market into smaller homogeneous sub-groups is known as
- a) packaging
  - b) pricing
  - c) market segmentation
  - d) distribution channels.
- xi) Micro-environment of marketing includes
- a) political environment
  - b) economic environment
  - c) suppliers
  - d) technological environment.
- xii) A firm is keen to promote its tourist resort that is located close to a sea beach. It should
- a) use individual campaigns to target such families of the area
  - b) promote heavily through internet
  - c) use print media advertisements in national level newspapers
  - d) attract customers from far and wide, give heavy off season discount.



**GROUP – B**

**( Short Answer Type Questions )**

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

2. Examine the concept of product life cycle.
3. Discuss the elements of marketing mix in brief.
4. What is the importance of consumer behaviour in marketing ?
5. Distinguish between product mix and product line.
6. Write a note on the important techniques of market research.

**GROUP – C**

**( Long Answer Type Questions )**

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

7. Explain the different environments of marketing by clearly emphasizing the micro- and macro-environmental factors.
8. Define marketing. Discuss the different concepts of marketing in detail.  $5 + 10$
9. What do you understand by consumer behaviour ? Explain the consumer buying process in detail.  $3 + 12$
10. What do you understand by market segmentation ? Mention the different parameters used in segmenting a market with example from sports industry.  $3 + 12$
11. Define new product. Discuss in detail the different stages in new product development.  $3 + 12$