



Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-1/TTM-102/2011-12

2011

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 the following : $10 \times 1 = 10$
 - i) Demographic Segmentation refers to
 - a) climate
 - b) personality
 - c) age
 - d) social class.
 - ii) Marketing process starts with
 - a) identification of the need of customer
 - b) identification of need of seller
 - c) product development
 - d) test marketing.
 - iii) Service culture focuses on
 - a) serving and satisfying customer
 - b) testing, feeling and smelling before they are purchased
 - c) level three of the management not following top level
 - d) not on the service provider.



- iv) A wholesaler in the parlance of tourism industry is the
- a) Airline
 - b) Tour operator
 - c) Travel agent
 - d) Resort owner.
- v) Geographic segmentation refers to
- a) Nation, States
 - b) Age, Gender
 - c) Knowledge
 - d) Social Class.
- vi) Direct marketing refers to
- a) Marketing by Telephone
 - b) Marketing by Person
 - c) Marketing by Internet
 - d) All of these.
- vii) Brand is a
- a) term
 - b) name
 - c) sign
 - d) all of these.
- viii) A product is anything that can be offered to a market for
- a) attention
 - b) acquisition
 - c) user consumption
 - d) all of these.



- ix) Any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor is known as
- a) advertising
 - b) sales promotion
 - c) public relation
 - d) direct marketing.
- x) USP refers to
- a) Unique selling proposition
 - b) Unique sales promotion
 - c) Unique sales pricing
 - d) Unique selling packaging.

GROUP – B

(Short Answer Type Questions)

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

2. Discuss the role of external factors in consumer buying behaviour.
3. Differentiate between selling and marketing process.
4. What are the key tools and techniques of marketing research ?
5. Discuss the importance of Branding in marketing.
6. What are the different elements of product mix ?



GROUP – C

(Long Answer Type Questions)

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

7. What is product life cycle ? What strategy would a firm adopt during the decline state of product life cycle ?
8. What is consumer buying process ? State the importance of consumer behaviour. Explain briefly the determinate of consumer behaviour ?
9. Explain the relevance of each marketing environment factor.
10. What do you mean by marketing research ? Why is marketing research important ? What are the limitations of marketing research ?
11. Discuss the different philosophies of marketing.

