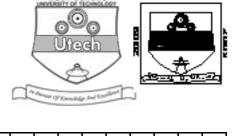
# PRINCIPLES OF MARKETING – II (SEMESTER - 2)

# CS/BTTM/SEM-2/TTM-203/09



1.	Signature of Invigilator				Œ	Annu or	De Carrelation (	of Order	r.	<del>12</del> -9	## 	_ ⊒2a
2.	Reg. Signature of the Officer-in-Charge	No.										
	Roll No. of the Candidate											

CS/BTTM/SEM-2/TTM-203/09 **ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE - 2009** PRINCIPLES OF MARKETING – II (SEMESTER - 2)

Time: 3 Hours 1 [Full Marks: 70

#### **INSTRUCTIONS TO THE CANDIDATES:**

- This Booklet is a Question-cum-Answer Booklet. The Booklet consists of 32 pages. The questions of this concerned subject commence from Page No. 3.
- 2. In Group - A, Questions are of Multiple Choice type. You have to write the correct choice in the box provided against each question.
  - For Groups B & C you have to answer the questions in the space provided marked 'Answer h) Sheet'. Questions of Group - B are Short answer type. Questions of Group - C are Long answer type. Write on both sides of the paper.
- Fill in your Roll No. in the box provided as in your Admit Card before answering the questions. 3
- Read the instructions given inside carefully before answering. 4.
- You should not forget to write the corresponding question numbers while answering. 5.
- 6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- 7. Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.
- You should return the booklet to the invigilator at the end of the examination and should not take any 8. page of this booklet with you outside the examination hall, which will lead to disqualification.
- Rough work, if necessary is to be done in this booklet only and cross it through. 9.

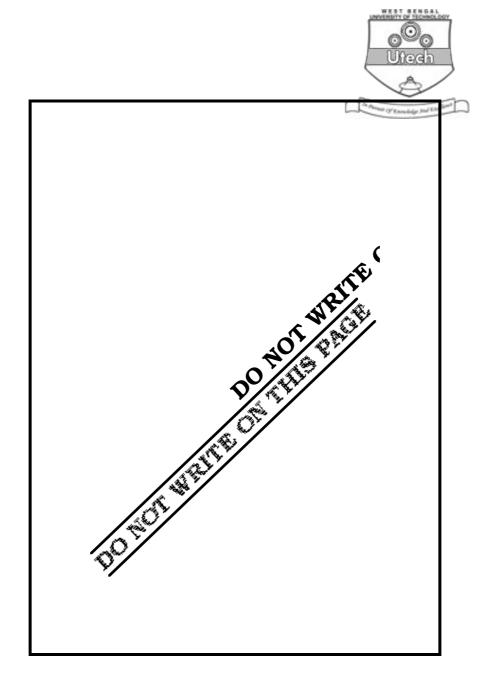
## No additional sheets are to be used and no loose paper will be provided

#### FOR OFFICE USE / EVALUATION ONLY Marks Obtained Group - B Group - A Group - C Examiner's Question Total Signature Number Marks Marks Obtained

Head-Examiner/Co-Ordinator/Scrutineer

2288 (09/06)







# PRINCIPLES OF MARKETING - 10 SEMESTER - 2

Time: 3 Hours ] [Full Marks: 70

### **GROUP - A**

# ( Multiple Choice Type Questions )

l.	Cho	ose th	:	10 × 1 = 10		
	i)	The	full form of AIDA is			
		a)	Attention Involvement Desire	Action		
		b)	Attention Interest Desire Actio	n		
		c)	Attention Involvement Desire	Action		
		d)	Action Interest Desire Attention	on.		
	ii)	One	promotion is			
		a)	Trade Discount	b)	Sales Manual	
		c)	Price Discounts	d)	none of these.	
	iii)	Pros	specting is a method of			
		a)	sales promotion	b)	market research	
		c)	pricing	d)	personal selling.	
	iv)	Ano	s			
		a)	suppliers	b)	intermidiaries	
		c)	public and shareholders	d)	consumers.	



v)	Positioning refers to								
	a)	how competitors perceive the	produc	et Office h					
	b)	your product compared to tha	t of oth	ners					
	c)	how consumers perceive the p	oroduc	In the many (y' Executing 2nd Existent					
	d)	how product is viewed on the	shelf.						
vi)		marketing system consisting of unified system is known as	f prodı	icers, wholesalers and retaile	rs acting				
	a)	conventional marketing system	1						
	b)	vertical marketing system							
	c)	horizontal marketing system							
	d)	multichannel marketing system	n.						
vii)	Conf	flicts between different levels of	the sa	me channel is known as					
	a)	vertical conflict	b)	horizontal conflict					
	c)	octagonal conflict	d)	none of these.					
viii)	i) Which of the following people play a role in a buying decision?								
	a)	Influencer	b)	Producer					
	c)	Supplier	d)	Trader.					
ix)	Whic	marketing research process?							
	a)	Define the problem and Resea	ojecting						
	b)	Develop the Research Plan							
	c)	Finding multiple research met	hods						
	d)	Collect the information.							
x)	Who among the following take physical possession of products and negotiate sales?								
	a)	Brokers	b)	Manufacturers' agents					
	c)	Commission merchants	d)	Selling agents.					



#### 5 GROUP - B

### (Short Answer Type Questions)

Answer any three of the following questions



- 2. Write short notes on Branding and Packaging.
- 3. What is sealed bid pricing? Where is it used?
- 4. What do you mean by Promotional-mix?
- 5. What do you understand by service marketing? State the characteristics of services.
- What is penetration pricing? 6.

#### **GROUP - C**

#### (Long Answer Type Questions)

Answer any *three* of the following questions.

 $3 \times 15 = 45$ 

- 7. Define channels of distribution? What are the steps taken in selecting a channel of distribution? 3 + 12
- 8. Define advertising. Explain the role of advertisement. Briefly discuss the types of 2 + 6 + 7media.
- 9. Define product positioning. Suppose you are the marketing manager of a hotel, named The Angel. How do you position this product? 3 + 12
- 10. What are the objectives of consumer-oriented sales promotion programmes? What could be the sales promotion objectives for (a) newly opened travel agency, (b) a beach 8 + 7side hotel during monsoon time?
- 11. a) Write short note on personal selling.
  - b) Enumerate the macro-environment forces which affect the marketing of a 6 + 9product.

**END**