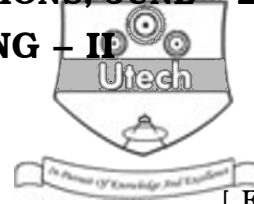




ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009
PRINCIPLES OF MARKETING – II
SEMESTER - 2



Time : 3 Hours]

[Full Marks : 70

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : 10 × 1 = 10
- i) The full form of AIDA is
 - a) Attention Involvement Desire Action
 - b) Attention Interest Desire Action
 - c) Attention Involvement Desire Action
 - d) Action Interest Desire Attention.

 - ii) One of the techniques of consumer sales promotion is
 - a) Trade Discount
 - b) Sales Manual
 - c) Price Discounts
 - d) none of these.

 - iii) Prospecting is a method of
 - a) sales promotion
 - b) market research
 - c) pricing
 - d) personal selling.

 - iv) Another term for marketing channel firm is
 - a) suppliers
 - b) intermediaries
 - c) public and shareholders
 - d) consumers.



- v) Positioning refers to
 - a) how competitors perceive the product
 - b) your product compared to that of others
 - c) how consumers perceive the product
 - d) how product is viewed on the shelf.

- vi) The marketing system consisting of producers, wholesalers and retailers acting as a unified system is known as
 - a) conventional marketing system
 - b) vertical marketing system
 - c) horizontal marketing system
 - d) multichannel marketing system.

- vii) Conflicts between different levels of the same channel is known as
 - a) vertical conflict
 - b) horizontal conflict
 - c) octagonal conflict
 - d) none of these.

- viii) Which of the following people play a role in a buying decision ?
 - a) Influencer
 - b) Producer
 - c) Supplier
 - d) Trader.

- ix) Which of the following is not included in a marketing research process ?
 - a) Define the problem and Research Objecting
 - b) Develop the Research Plan
 - c) Finding multiple research methods
 - 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.

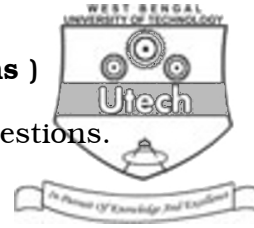


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GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following questions.



3 × 5 = 15

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.
6. What is penetration pricing ?

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following questions.

3 × 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 media.
2 + 6 + 7
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 side hotel during monsoon time ?
8 + 7
11. a) Write short note on personal selling.
b) Enumerate the macro-environment forces which affect the marketing of a product.
6 + 9

END