

Name :

Roll No. :

Invigilator's Signature :

**CS/BTTM/SEM-2/TTM-203/2010
2010**

PRINCIPLES OF MARKETING - II

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)

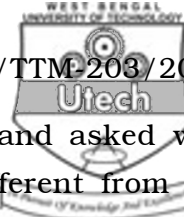
1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) Factors pertaining to the outer environment of the organization is considered as
- a) Internal factors b) External factors
- c) Oblivion factors d) Including factors.
- ii) The type of market consisting of many buyers and few sellers trading on an uniform commodity is
- a) monopolistic b) oligopolistic
- c) pure monopoly d) pure competition.
- iii) Creating positive image among the public is one of the main functions of
- a) advertising b) publicity
- c) public relation d) sales promotion.



- iv) Combining several products of a company and offering a reduced price for it is
- a) discount pricing b) product bundle pricing
- c) promotional pricing d) psychological pricing.
- v) The last stage of a PLC is
- a) maturity b) decline
- c) introduction d) growth.
- vi) If the price of the following products were increased, its demand would remain inelastic
- a) computer b) petrol
- c) gold d) ball pen.
- vii) A wholesaler, in the parlance of tourism industry is the
- a) airlines b) tour operator
- c) travel agency d) resort owner.
- viii) The rate of a Goa-Mumbai night (sleeper) coach is Rs. 300 per person, the competitor reduces the price to Rs. 250 per person. The firm should
- a) reduce the coach as the best one on the route
- b) promote coach, as the best one on the route
- c) give better services on route but keep the rate as such have a fight with the competitor regarding the issue of price cut.



- ix) A few travel agencies were contacted and asked why the rates advertised by them were different from the actual rates. They state, "it is easy to hook on the client to our agency that's why". Do you think this is the right strategy ?
- a) Yes ! Customers would not come if they are not given these rate like these
 - b) No ! this practice must come to an end
 - c) No ! rates must be objective and only actual rates should be advertised
 - d) None of these.
- x) If a travel agency tells a customer that his child would be accommodated free of cost in the hotel at the tourist spot, then this activity of the travel agency would fall under the gamut of
- a) personal selling b) sales promotion
 - c) advertising d) marketing.
- xi) Which newspaper or magazine would be used by a deluxe hotel to issue its advertisement ?
- a) The local newspaper
 - b) A national level magazine
 - c) A local language magazine.
- xii) Who among the following is not a part of the distribution channel ?
- a) Wholesaler
 - b) Retailer
 - c) Packaging firm.



GROUP – B

(Short Answer Type Questions)

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

2. Write a note on the AIDA Model.
3. State the factors influencing channel choice.
4. Why should merchandising be done in tourism ?
5. Why do you think management of sales force has crucial importance in marketing ?
6. Analyse briefly the importance of pricing a product.

GROUP – C

(Long Answer Type Questions)

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

7. A number of factors affecting price sensitivity are often discussed. Provide some examples of the application of these factors in hospitality or travel businesses. $8 + 7$
8. Bring a class, a sample of a hospitality or travel companies sales promotion. What is their sales promotions objective ? Do you think that it will accomplish its objective ? What do you think is the most interesting or intriguing part about the sales promotion ? Should it be continued ? Why or why not ? $5 + 3 + 4 + 1 + 2$
9. Choose what you believe to be a good tourism promotion for a city, region, or state or country and explain why you think it is a good promotion. In your critique, discuss the media used and benefits the destination offers. $3 + 7 + 5$
10. What are the different pricing approaches a marketer can choose while setting the price of a product which is going through a lot of competition and is in the mature stage in the product life cycle ? Explain. 15
11. Intermediaries form the nervous system of any business. In this regard give a detail account of the different intermediaries a travel entrepreneur can depend upon for reaching his customers and indicate their relative importance in marketing. $10 + 5$

