



Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-2/TTM-203/2011

2011

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* the following :

10 × 1 = 10

- i) Which of the following is not a part of personal selling process ?
 - a) Planning
 - b) Prospecting
 - c) Approach
 - d) None of these.

- ii) Follow up is required for
 - a) making customers aware of the product
 - b) increasing sales volume
 - c) maintaining relationship with the customers
 - d) None of these.



- iii) Cold Turkey method is important for
 - a) Qualifying
 - b) Retailing
 - c) Prospecting
 - d) None of these.
- iv) Personal Selling is a part of
 - a) Relationship Marketing
 - b) Multi Level Marketing
 - c) Niche Marketing
 - d) Integrated Marketing Communication.
- v) The full form of IMC is
 - a) Initial Marketing Course
 - b) Integrated Marketing Communication
 - c) Improved Marketing Communication
 - d) None of these.
- vi) Market skimming pricing is done in the stage of the PLC.
 - a) maturity
 - b) growth
 - c) introduction
 - d) decline.
- vii) The promotion tool most often used to reward consumers for a quick and short response is
 - a) advertising
 - b) personal selling
 - c) sales promotion
 - d) public relation.
- viii) In choosing a promotional message, the message should ideally do which of the following ?
 - a) Get attention
 - b) Hold interest
 - c) Arouse interest and obtain action
 - d) All of these.



- ix) Pricing decisions that include the company's marketing objectives, marketing mix strategy, costs and organization are called
- a) Predominant factors b) Internal factors
c) Strategic factors d) External factors.
- x) Conflicts between different levels of the same channel is known as
- a) Vertical Conflict b) Diagonal Conflict
c) Horizontal Conflict d) Octagonal Conflict.
- xi) Which of the following is not a function of public relation officer ?
- a) Brand building b) Counselling
c) Product publicity d) Lobbying.
- xii) 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.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

2. Write a short note on Penetration Pricing.
3. What is Tender pricing ? Where is it used ?
4. What do you mean by Promotional Mix ?

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5. Write a short note on Break Even Analysis.

6. State the factors influencing channel choice.



GROUP – C

(Long Answer Type Questions)

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

7. What are the causes of Distribution Channel Conflict. State some remedial actions to resolve the conflict. $7 + 8$

8. What do you mean by Pricing ? State different objectives of Pricing. Describe the various factors you would like to consider for determining Pricing of a Tourism product.

$3 + 4 + 8$

9. What is personal selling ? State the importance of personal selling. Discuss the different steps in personal selling process. $3 + 5 + 7$

10. What are the different methods of Pricing ? What is the difference between Skimmed Pricing and Penetration Pricing. $7 + 8$

11. How is Public Relations related with Tourism Industry ? What are the different parameters on the basis of which Marketing Intermediaries are selected in Tourism Industry ?

$7 + 8$

