



Name :

Roll No. :

Invigilator's Signature :

CS/B.TTM/SEM-2/TTM-203/2012

2012

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) The last stage of a PLC is
 - a) maturity
 - b) decline
 - c) introduction
 - d) growth.
- ii) If the price of the following product were increase, its demand would remain inelastic
 - a) computer
 - b) petrol
 - c) gold
 - d) salt.
- iii) A wholesaler, in the parlance of tourism industry is the
 - a) airlines
 - b) tour operator
 - c) travel agency
 - d) resort owner.



- iv) 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
 - d) have a fight with the competitor regarding the issue of price cut.
- v) 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.
- vi) 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.
- vii) Which one of the following is the function of distribution channel ?
- a) Information
 - b) Negotiation
 - c) Physical distribution
 - d) All of these.



- viii) "Conflict occurs between McDonald's and some of its California dealers when its aggressive expansion plans took business from existing location" it is a type of
- a) Horizontal conflict b) Vertical conflict
c) None of these d) Both (a) and (b).
- ix) Marketing system consist of producers, wholesalers, and retailers acting as a unified system is called
- a) Vertical marketing system
b) Horizontal marketing system
c) Hybrid marketing system
d) None of these.
- x) Creating positive image among the public is one of the main functions of
- a) Advertising b) Publicity
c) Sales promotion d) Public relation.
- xi) Brand name are primarily used to
- a) Help to identify a product
b) Spice up the image of the product
c) Show consumers that you own a product
d) None of these.
- xii) The estimate volume of sales that a company expects to secure within a definite period of time is called
- a) Sales territory b) Sales field
c) Sales quota d) Sales forecasting.



GROUP – B

(Short Answer Type Questions)

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

2. Differentiate between Market Skimming and Penetration Pricing.
3. Define Public Relations. What are the different tools of Public Relations ?
4. Modern marketing is societal in nature. Discuss.
5. Write a note on AIDA Model.
6. What is meant by the Management of Sales Force ? Discuss.

GROUP – C

(Long Answer Type Questions)

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

7. Intermediaries form the nervous system of any business. In this context, give a detailed account of the different intermediaries a travel entrepreneur can depend upon for reaching his customers, and indicate their relative importance in marketing.
8. What is pricing ? What are the different pricing approaches that a marketer can choose while setting the price of a product which is in the mature stage of the product life cycle ? Explain. $3 + 12$
9. 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 ? $5 + 3 + 4 + 1 + 2$
10. 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. $3 + 7 + 5$
11. Write short notes on any *three* of the following : 3×5
 - a) Difference between sales promotion and advertising
 - b) Causes of distribution channel conflict
 - c) Importance of Personal selling
 - d) Purpose of Merchandising in tourism
 - e) Packaging decisions.