



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BTTM/SEM-2/TTM-203/2013**

**2013**

**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 :  
 $10 \times 1 = 10$

- i) Which of the following is a step of new product development process ?
  - a) Business Analysis
  - b) Concept development and testing
  - c) Test marketing
  - d) All of these.
- ii) The cost based pricing includes
  - a) Mark up pricing
  - b) Demand based pricing
  - c) Competition oriented pricing
  - d) None of these.



- iii) What is the extension of "SWOT" ?
  - a) Unique Selling Proposition
  - b) Unique Sales Plan
  - c) Unit Sales Plan
  - d) None of these.
- iv) One of the tools of PR is
  - a) Pre-approach
  - b) Presentation
  - c) Prospecting
  - d) None of these.
- v) Which of the following is true in respect of features of marketing ?
  - a) It is a search for data
  - b) It should be objective
  - c) It is a systematic process
  - d) All of these.
- vi) The first stage in PLC is
  - a) Growth
  - b) Maturity
  - c) Introduction
  - d) Decline.
- 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) both (a) & (b)
  - d) none of these.



- ix) Marketing system consists 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. Write a note on the AIDA model.
3. How does advertising differ from sales promotion ?
4. Analyse the factors influencing choice of channels of distribution.

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5. Outline the steps involved in personal selling process.
6. Define public relations. What are its tools in the context of Tourism Management ?

**GROUP - C**

**( Long Answer Type Questions )**

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

7. a) Define channel conflict.  
b) Discuss the various factors responsible for channel conflict. How can they be resolved ?  $3 + 12$
8. Bring a class, a sample of a hospitality of 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 initrigning 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 compassion and is in the matured stage in the product life cycle ? Explain with suitable examples.
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 merits in marketing.  $10 + 5$

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