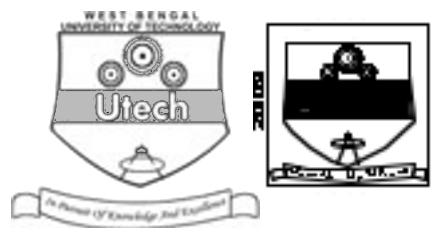


MARKETING MANAGEMENT (SEMESTER - 2)

CS / HM / SEM-2 / BHM-204 / 09



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the Candidate

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CS / HM / SEM-2 / BHM-204 / 09
ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE - 2009
MARKETING MANAGEMENT (SEMESTER - 2)

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

- This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- In **Group - A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
 - For **Groups - B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group - B** are Short answer type. Questions of **Group - C** are Long answer type. Write on both sides of the paper.
- Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- Read the instructions given inside carefully before answering.
- You should not forget to write the corresponding question numbers while answering.
- Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
- You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification.**
- Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

Question Number	Group - A				Group - B				Group - C				Total Marks	Examiner's Signature
Marks Obtained														

.....
Head-Examiner / Co-Ordinator / Scrutineer

2330 (11/06)



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ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009
MARKETING MANAGEMENT
SEMESTER – 2

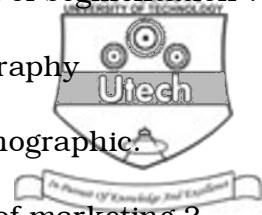


Time : 3 Hours]

[Full Marks : 70

GROUP – A
(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : 10 × 1 = 10
- i) Maturity is the stage of PLC.
- a) 2nd b) 3rd
- c) 4th d) initial.
- ii) Consumer buying behaviour is affected by various factors that determine the product and brand preferences of consumers. Which of the following factors does not exert a significant influence on consumer buying behaviour ?
- a) Culture influence on consumers
- b) Social influence on consumers
- c) Geographical location of producers
- d) Psychological factors.
- iii) Evaluating data is the last step in the marketing research process. Identify the correct sequence of steps involved in this step
- a) editing data, coding data, tabulating data, preparing research report
- b) coding data, editing data, tabulating data
- c) coding data, tabulating data, preparing research report.
- iv) According to Maslow’s Hierarchy of needs the top most need is
- a) ego need b) basic need
- c) self actualization need d) social needs.



v) Which of the following elements is not the criteria of segmentation ?

- a) Demography
- b) Geography
- c) Distribution
- d) Psychographic.

vi) Which one of the following Ps is included in 4 Ps of marketing ?

- a) People
- b) Process
- c) Place
- d) Physical evidence.

vii) The first and foremost step in the marketing research process is

- a) identifying and defining the marketing problem
- b) collecting the data/information
- c) developing the research design and research procedure
- d) preparing the research report.

viii) The mark-up pricing is a

- a) cost based pricing
- b) demand based pricing
- c) competition oriented pricing
- d) none of these.

ix) What is the extension of 'USP' ?

- a) Unique Selling Proposition
- b) Unique Sales Plan
- c) Unit Sales Plan
- d) None of these.

x) The first step of selling process is

- a) approach
- b) presentation
- c) prospecting
- d) demonstration.

**GROUP – B****(Short Answer Type Questions)**

Answer any *three* of the following questions.



3 × 5 = 15

2. What are the different objectives of pricing ?
3. Describe the different tools of sales promotion.
4. Write a note on Marketing Mix.
5. Write a note on types of market segmentation.
6. Distinguish between marketing and selling.

GROUP – C**(Long Answer Type Questions)**

Answer any *three* of the following questions.

3 × 15 = 45

7. What is a new product ? Discuss the steps in new product development. 2 + 13
8. Discuss the role of Marketing Management in Hospital Industry.
9. a) What do you mean by 'Consumer Behaviour' ?
b) Briefly discuss the different states of consumer buying process. 3 + 12
10. 'S-T-P' strategy is very much important in the time of launching a product or service'. Discuss with example. 15
11. What is personal selling ? Discuss the different steps in personal selling process. 4 + 11

END