



Name :

Roll No. :

Invigilator's Signature :

CS/HM/SEM-2/BHM-204/2012

2012

MARKETING MANAGEMENT

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) For a hospital, which one of the promotion methods is dominant ?

- | | |
|--------------------|----------------------|
| a) Advertisement | b) Sales Promotion |
| c) Public Relation | d) Direct marketing. |

ii) The first step of selling process is

- | | |
|----------------|-------------------|
| a) Approach | b) Presentation |
| c) Prospecting | d) Demonstration. |



- iii) New product means
 - a) Repositioning of existing product
 - b) Offering existing product at low price
 - c) Making improvement in the existing product
 - d) All of these.
- iv) When the customer is aware and willing to buy the product at higher prices, which pricing strategy is appropriate ?
 - a) Penetrating Pricing strategy
 - b) Skimming Pricing strategy
 - c) Going rate Pricing strategy
 - d) Sealed Bid Pricing strategy.
- v) Marketing Mix functions such as Coverage, Assortment and Inventory etc. are related to
 - a) Product
 - b) Place
 - c) Promotion
 - d) Price.
- vi) Rolex watches can only be found in a very limited number of intermediaries. This is an example of
 - a) Exclusive distribution
 - b) Intensive distribution
 - c) High-end distribution
 - d) Selective distribution.
- vii) Frequently purchased inexpensive item & buyer spends little effort to find & purchase it is related to
 - a) Shopping Product
 - b) Speciality Product
 - c) Unsought Product
 - d) Convenience Product.
- viii) The pricing method in which the seller takes the maximum price that the customers are willing to pay for the product under given circumstances, is known as
 - a) Maximum pricing
 - b) Marginal cost pricing
 - c) 'What the traffic can bear' pricing
 - d) Customer pricing.



- ix) Direct Marketing channel is also called as
- a) Zero level channel b) One level channel
c) Multi-level channel d) None of these.
- x) Which one of the following characteristics is not applicable for services ?
- a) Intangible
b) Perishable
c) Inseparable from the servicemen
d) Homogeneous in nature.
- xi) Ideas for new products can come from
- a) Customers b) Competitors
c) Channel members d) All of these.
- xii) Personal selling is a process of
- a) Advertising b) Public relation
c) Sales promotion d) None of these.

GROUP – B

(Short Answer Type Questions)

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

2. Point out the different factors that influence the buying decision of a consumer.
3. Write a note on the tools of Marketing Research.
4. How can the market for health care industry be segmented ? Discuss.
5. Examine the role and importance of Public Relations in the context of a hospital.
6. STP is highly important at the time of launching a new product or service. Discuss with an example.

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GROUP – C

(Long Answer Type Questions)

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

7. a) Discuss the concept of Product Life Cycle with a suitable diagram.
b) Analyse the different marketing strategies that can be adopted by a firm at different stages of its PLC. $6 + 9$
8. a) Distinguish between pricing method and pricing policy.
b) Discuss in detail the various pricing strategies that can be adopted by a marketing firm.
c) Write a note on the concept of Break-Even Pricing. $3 + 8 + 4$
9. a) Define the term 'promotion'.
b) Explain the 5M's of Advertising.
c) Analyse the different components of the Promotion Mix of a firm. $3 + 5 + 7$
10. a) What do you mean by distribution channel ?
b) Explain the factors that influence the choice of a particular distribution channel.
c) Suggest a suitable distribution channel for a premium brand of a frost free double door refrigerator. $4 + 7 + 4$
11. Write short notes on any *three* of the following : 3×5
- a) Service Quality gap.
b) New Product Development
c) Societal Concept of Marketing
d) Advertising effectiveness
e) Marketing Myopia.

