	Utech
Name:	
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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 :

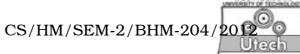
 $10 \times 1 = 10$

- 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.

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- 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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(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.

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