



Name :
Roll No. :
Invigilator's Signature :

CS/HM/SEM-2/BHM-204/2013

2013

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.*

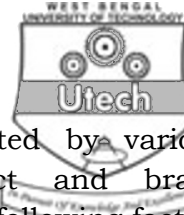
GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) The test-marketing stage
 - a) is an extension of the screening stage
 - b) should come immediately after business analysis
 - c) ensures that the product will not fail
 - d) is a sample launching of the entire marketing mix.
- ii) Which of the follow elements is not the criteria of segmentation ?
 - a) Demography
 - b) Geography
 - c) Distribution
 - d) Psychographic.
- iii) Who is not designated as a trader ?
 - a) Distributor
 - b) Wholesaler
 - c) Retailer
 - d) Agent.



- iv) 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) Cultural influence on consumers
 - b) Social influence on consumers
 - c) Geographical location of producers
 - d) Psychological factors.
- v) Market segmentation helps in identifying
- a) Sales people
 - b) Board of Directors
 - c) Shareholders
 - d) Target customers.
- vi) Demography is the study of
- a) human mind
 - b) human population
 - c) environment
 - d) birds.
- vii) Which of the following is not an external factor affecting pricing ?
- a) Market demand
 - b) Manufacturing costs
 - c) Competitor's prices and offers
 - d) Economic conditions.
- viii) Which of the following is not a stage in consumer decision making process ?
- a) Problem recognition
 - b) Information search
 - c) Evaluation of alternatives
 - d) All of these.
- ix) Which of the following is/are the role of market intermediaries ?
- a) Provide information
 - b) Maintain price stability
 - c) Take title to goods
 - d) All of these.



- x) The physical evidence in case of a hospital would include
- location
 - maintenance of patient records
 - the cost of bed occupancy
 - doctors and nurses.
- xi) New Product means
- repositioning of existing product
 - offering existing product at low price
 - making improvement in the existing product
 - all of these.
- xii) When the customer is aware and willing to buy the product at higher prices, which pricing strategy is appropriate ?
- Penetrating Pricing Strategy
 - Skimming Pricing Strategy
 - Going Rate Pricing Strategy
 - Sealed Bid Pricing Strategy.

GROUP – B

(Short Answer Type Questions)

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

- Compare Marketing with Selling.
- Write a short note on the STP concept.
- State the functions of marketing intermediaries.
- Distinguish between Advertising and Sales Promotion with an example of each in case of a hospital.
- How do you segment the market for the health care industry ?



GROUP – C

(Long Answer Type Questions)

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

7. a) Why does a New Product fail ?
b) "Product Life Cycle (PLC) explains the conditions how a product is sold under various conditions that always changes over time." In light of this statement explain the characteristics of the various stages of PLC. $5 + 10$
8. a) Explain the concept of Break even Pricing.
b) Discuss in detail the various Pricing strategies that can be adopted by a marketing firm. $5 + 10$
9. a) Define the term 'Promotion'. Explain the 5M's of Advertising.
b) Discuss in detail the classification of Advertising Media. $7 + 8$
10. What is the importance of analyzing Consumer buying behaviour ? Describe Consumer buying process with an example of your own. $8 + 7$
11. Write short notes on any *three* of the following : 3×5
 - a) Tools of Marketing Research
 - b) Essentials of a good brand name
 - c) SWOT analysis of a hospital
 - d) Target Market
 - e) Service Gap Model.

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