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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 any *ten* of the following : 10 ∞ 1 = 10

i) What is Demography ?

- |                             |  |
|-----------------------------|--|
| a) Study of the human mind  | b) Study of birds                                      |
| c) Study of the environment | d) Study of human population. <input type="checkbox"/> |

ii) What is the concept that holds that consumer will prefer products that are widely available and expensive called ?

- |                       |  |
|-----------------------|--|
| a) Production concept | b) Product concept                           |
| c) Marketing concept  | d) Selling concept. <input type="checkbox"/> |

iii) Which of the following is not key macro-environment force ?

- |             |                                      |
|-------------|--------------------------------------|
| a) Economy  | b) Technology                        |
| c) Politics | d) Climate. <input type="checkbox"/> |

iv) Advertising is a

- |                          |  |
|--------------------------|--|
| a) personal presentation | b) non-personal presentation                         |
| c) non-executive job     | d) non-financial incentive. <input type="checkbox"/> |



v) Which of the following is not sales promotion tool(s) ?

a) Coupons

b) Contests

c) Premiums

d) New Articles.



vi) In which stage of the Personal Selling process does the salesperson ask the potential customer to make a purchase ?

a) Presentation

b) Approach

c) Closing

d) Follow-Up.

vii) Psychographic segmentation refers to

a) Religion

b) Race

c) Country size

d) Life style.

viii) Product development comes

a) after market testing

b) before concept development

c) before business analysis

d) after concept development.

ix) A company's business is having high market share but low growth rate. The business is a

a) star

b) cash cow

c) question mark

d) dog.



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x) Which of the following is not a type of a customer ?

a) Laggards

b) Early adopters

c) Innovators

d) Initiators.



xi) One of the important characteristics of service is

a) tangibility

b) heterogeneity

c) non-perishability

d) separability.

xii) Advertising is

a) a non-financial incentive

b) loss of valuable energy

c) a non-executive job

d) a promotion tool.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.

3 ∞ 5 = 15

2. Explain the concept and significance of BCG matrix to a firm.
3. Write a short note on Consumer Behaviour.
4. Describe Brand extension.
5. Explain SWOT analysis.
6. What is the difference between marketing and selling ?
7. What are the different steps in the selling process ?



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**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.



3 × 15 = 45

8. What is the purpose of packaging ? What are its different types ? What are the different branding strategies ? 5 + 5 + 5
9. Explain the evolution of the concepts of marketing.
10. Explain the various pricing methods that may be adopted for pricing of a product.
11. Discuss the marketing environment of a business.
12. Explain various marketing strategies at different stages of PLC.

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END