MARKETING MANAGEMENT (SEMESTER - 2)

CS/MBA(NEW)/SEM-2 (FT)/MB-208/09



1.	Signature of Invigilator				Œ.	Amer (y')	Ourselder 2	of Explicat	'n	B-1	U, UK	3
2.												
	Roll No. of the Candidate											
	Roll No. of the Candidate	<u></u>	<u> </u> 									

CS/MBA(NEW)/SEM-2 (FT)/MB-208/09 ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE - 2009 MARKETING MANAGEMENT (SEMESTER - 2)

Time: 3 Hours [Full Marks: 70

INSTRUCTIONS TO THE CANDIDATES:

- 1. 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.
- 2. a) In **Group A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
 - b) 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.
- 3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- 4. Read the instructions given inside carefully before answering.
- 5. You should not forget to write the corresponding question numbers while answering.
- 6. 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.
- 7. Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.
- 8. 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**.
- 9. 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

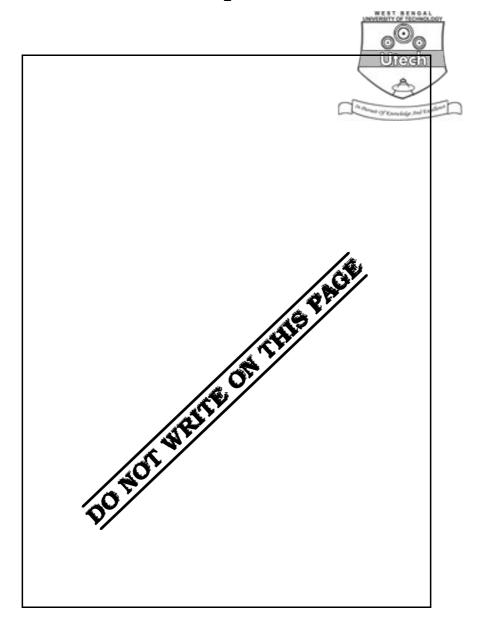
FOR OFFICE USE / EVALUATION ONLY Marks Obtained Group - A Group - B Group - C Question | Total Examiner's Number | Marks Signature Marks

• • • •		· • • • • • • • •				
He	ad-Ex	kamin	er/Co	-Ordinat	or/Scru	tineer

50010 (03/06)

Obtained







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

Time: 3 Hours [Full Marks: 70

GROUP - A

			(Multiple Choice	Туре	Questions)				
1.	Cho	choose the correct alternatives for any <i>ten</i> of the following:							
	i)	Wha	at is Demography ?						
		a)	Study of the human mind	b)	Study of birds				
		c)	Study of the environment	d)	Study of human population	n			
	ii) What is the concept that holds that consumer will prefer products that are variable and expensive called ?								
		a)	Production concept	b)	Product concept				
		c)	Marketing concept	d)	Selling concept.				
	iii) Which of the following is not key macro-environment force ?								
		a)	Economy	b)	Technology				
		c)	Politics	d)	Climate.				
	iv)	Adv	ertising is a						
		a)	personal presentation	b)	non-personal presentation				
		c)	non-executive job	d)	non-financial incentive.				

50010 (03/06)



v)	on tool(s) ?								
	a)	Coupons	b)	Contests					
	c)	Premiums	d)	New Articles.					
vi)	In v	which stage of the Personal So	elling p	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)	Prod	luct 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 ra									
	busi	iness is a							
	a)	star	b)	cash cow					
	c)	question mark	d)	dog.					

What is the difference between marketing and selling?

What are the different steps in the selling process?

50010 (03/06)

6.

7.



6 **GROUP - C**

(Long Answer Type Questions)

Answer any three of the following.



 $3 \propto 15 = 45$

- 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.

END