



Name :

Roll No. :

Invigilator's Signature :

CS/MBA/SEM-3PT/MB-208/2012-13

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) Market Segmentation helps in
 - a) identifying the sales people
 - b) identifying the board of directors
 - c) identifying the target customers
 - d) identifying the shareholders.
- ii) The difference between total customer value and total customer cost is known as
 - a) customer delivered value
 - b) total customer value
 - c) total customer cost
 - d) none of these.



- ix) Product development comes
- a) after market testing
 - b) before concept development
 - c) before business analysis
 - d) after concept development.
- x) 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) bog.
- xi) Lifebuoy, Lifebuoy plus, Lifebuoy Gold is an example of
- a) brand-line extension
 - b) product-line extension
 - c) product-line pruning
 - d) none of these.

GROUP - B

(Short Answer Type Questions)

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

2. Explain the concept and significance of BCG Matrix to a firm.
3. Explain the concept of SWOT Analysis.
4. What do you understand by targeting and positioning ?
5. When do firms use skimming policy ?
6. What are the characteristics of services which distinguish it from physical goods ?

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GROUP - C

(Long Answer Type Questions)

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

7. What is the PLC theory ? Explain the various marketing strategies at different stages of the PLC.
8. Explain the evolution concepts of marketing.
9. Explain the various pricing methods that may be adopted for pricing of a product.
10. How is an advertisement different from sales promotion ?
Discuss the factors that affect the Promotional Mix of a firm.

