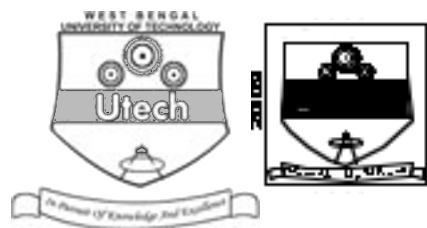


MARKETING MANAGEMENT (SEMESTER - 2)

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



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the Candidate

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**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

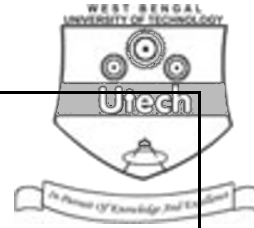
FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

Question Number	Group – A				Group – B				Group – C				Total Marks	Examiner's Signature
Marks Obtained														

.....
Head-Examiner / Co-Ordinator / Scrutineer

50010 (03/06)



DO NOT WRITE ON THIS PAGE



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.



5

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 ?



6

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.

END