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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:

 $10 \times 1 = 10$

- i) The principle of advertisement is to create
 - a) Motivation among the employees
 - b) Demand for goods
 - c) Supply of goods
 - d) Investment.
- ii) Marketing begins with
 - a) Hiring of employees & ends with firing of employees
 - b) Recognition of need & ends with customer satisfaction
 - c) Store & end with finished products
 - d) Fund inflow & with outflow.

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iii)	During the introduction stage of PLC, the profit is				
	a)	positive	b)	negative	
	c)	rising	d)	declining.	
iv)	is the highest need in the Maslow hierarchy.				
	a)	Self actualization	b)	Safety	
	c)	Physiological	d)	Esteem.	
v)	is the starting step in applying the marketing				
	strategy.				
	a)	Segmentation	b)	Positioning	
	c)	Targeting	d)	Branding.	
vi)	is the process of unpacking big packets				
	into small packets.				
	a)	Sorting			
	b)	Breaking bulk			
	c)	Holding stock			
	d) Channels of communication.				
vii)	stores sell products at low prices with low				
	margin.				
	a)	Discount store	b)	Off price retailer	
	c)	Superstore	d)	Convenience store.	
viii)	Which is paid form of non-personal communication?				
	a)	Sale promotion	b)	Public relation	
	c)	Personal selling	d)	Advertising.	

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- ix) Variety of products like raw materials, machines, machine tools, equipment, components and spares are sold in
 - a) consumer goods market
 - b) industrial good market
 - c) non-profit market
 - d) government market.
- x) Marketing Myopia is
 - a) defective condition of human eye
 - b) short sighted view of marketing
 - c) launching new product
 - d) way of exploiting customers.
- xi) A method of estimating future demand is
 - a) survey of buyer's intention
 - b) post sales analysis
 - c) expert opinion
 - d) all of these.
- xii) Which of the following is not a type of customer?
 - a) Initiators
- b) Early adopters
- c) Laggards
- d) Innovators.

GROUP - B

(Short Answer Type Questions)

Answer any three of the following.

 $3 \times 5 = 15$

- 2. Distinguish between skimming and penetration pricing policies.
- 3. Discuss the strategic importance of packaging to a marketer.
- 4. Compare advertising with sales promotion.

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- 5. Outline the functions performed by marketing intermediaries.
- 6. How does environmental scanning and SWOT Analysis benefit marketers?

GROUP - C

(Long Answer Type Questions)

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

- 7. a) Elaborate on what constitutes a 'brand'. What are the essentials of a good brand name?
 - b) What are the major steps to be considered by a marketer to develop brand equity? 8 + 7
- 8. Examine the various pricing methods that may be adopted for pricing of a product.
- 9. Discuss the elements of the Marketing Mix and also discuss how it helps business firms. Are there any additional P's that need to be introduced in your opinion?
- 10. What is the role of channels of distribution? Discuss the factors that govern the choice of channels of distribution.

5 + 10

- 11. Write short notes on any *three* of the following :
- 3×5

- a) Product Positioning
- b) USP
- c) Market Targeting
- d) Steps in Personal Selling
- e) Marketing Mayopia.

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