



Roll No. :

Invigilator's Signature :

CS/MBA(N)/SEM-3(PT)/MB-208/2011-12

2011

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) 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.



- 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.

