



Name :

Roll No. :

Invigilator's Signature :

**CS/MBA(NEW)/SEM-3(PT)/MB-208/2009-10
2009**

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 the following :

10 × 1 = 10

- i) Market segmentation is a
 - a) Buyer oriented marketing strategy
 - b) Consumer oriented marketing strategy
 - c) Seller oriented marketing strategy
 - d) none of these.

- ii) Package and branding comes under
 - a) product
 - b) price
 - c) place
 - d) promotion.



- iii) Target-return pricing is included in
- a) demand based pricing methods
 - b) cost based pricing methods
 - c) competition based pricing methods
 - d) all of these.
- iv) Those who buy products from domestic manufacturers and sell them to retail stores are called as
- a) Retailer
 - b) Wholesaler
 - c) Importers
 - d) Agents.
- v) Which of the following is not a component of Marketing Mix ?
- a) Product
 - b) Promotion
 - c) Place
 - d) Planning.
- vi) Which one of the following is not one of the 5 Ms of advertising ?
- a) Man
 - b) Mission
 - c) Money
 - d) Measurement.
- vii) Best strategy for PLC at growth stage is
- a) Product Modification
 - b) Advertisement
 - c) Rapid skimming
 - d) None of these.



- viii) The principle of advertisement is to create
- Motivation among the employees
 - Demand for goods
 - Supply of goods
 - Investment.
- ix) Marketing begins with
- Hiring of employees & ends with firing of employees
 - Recognition of need & ends with customer satisfaction
 - Store & end with finished products
 - Fund inflow & with outflow.
- x) During the introduction stage of PLC, the profit is
- positive
 - negative
 - rising
 - declining.

GROUP – B

(Short Answer Type Questions)

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

- Distinguish between advertising and publicity.
- Discuss the essentials of successful selling.
- Write a note on SWOT analysis.
- Why is the concept of PLC important for Marketing Managers ?
- What is the purpose of environmental scanning ?



GROUP – C

(Long Answer Type Questions)

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

7. a) What guidelines would you suggest for the revitalisation of a brand ?
b) What are the major steps to be considered by a marketer to develop brand equity ? 15
8. Examine the various pricing methods that may be adopted for pricing of a product. 15
9. Discuss the elements of the Marketing Mix and also discuss how it helps business firms. 10 + 5
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) Marketing research
 - c) Sales forecasting
 - d) BCG matrix
 - e) Marketing strategies at the decline stage of the PLC.

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