Name :	
Roll No. :	A show (y' Knowledge Ind Excland
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 :

 $10 \times 1 = 10$

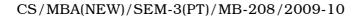
- i) Market segmentation is a
 - a) Buyer oriented marketing strategy
 - b) Consumer oriented marketing strategy
 - c) Seller oriented marketing strategy
 - d) none of these.

ii) Package and branding comes under

- a) product b) price
- c) place d) promotion.

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- 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.

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viii) The principle of advertisement is to create

- a) Motivation among the employees
- b) Demand for goods
- c) Supply of goods
- d) Investment.
- ix) 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.
- x) During the introduction stage of PLC, the profit is
 - a) positive b) negative
 - c) rising d) declining.

GROUP – B

(Short Answer Type Questions)

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

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

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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
- Examine the various pricing methods that may be adopted for pricing of a product.
 15
- 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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