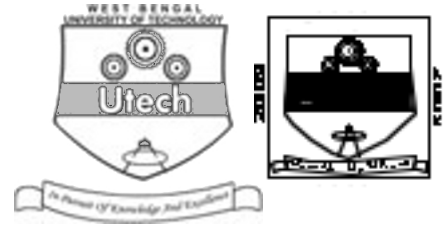


# MARKETING MANAGEMENT ( SEMESTER - 2 )

CS/MBA(Old)/SEM-2 (FT & PT)/MB-209/09



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(Old)/SEM-2 (FT & PT)/MB-209/09  
ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009  
MARKETING MANAGEMENT ( SEMESTER - 2 )

Time : 3 Hours ]

[ Full Marks : 70

**INSTRUCTIONS TO THE CANDIDATES :**

- 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.
- In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
  - 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.
- Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- Read the instructions given inside carefully before answering.
- You should not forget to write the corresponding question numbers while answering.
- 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.
- Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
- 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**.
- 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**

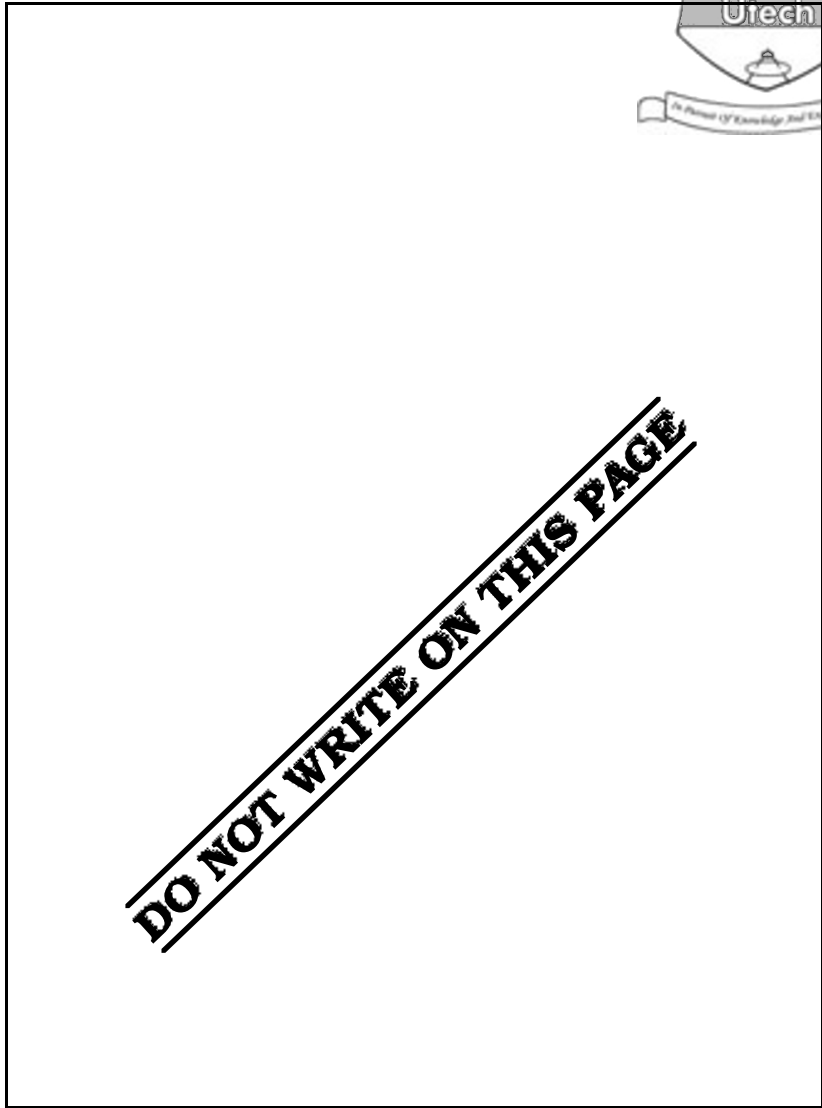
**FOR OFFICE USE / EVALUATION ONLY**

Marks Obtained

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

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Head-Examiner/Co-Ordinator/Scrutineer

**51008 ( 03/06 ) (O)**





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 the following : 10 ∞ 1 = 10

i) The number of intermediate levels is called

- a) the breadth of the channel      b) the length of the channel  
c) the depth of the channel      d) none of these.

ii) Which of the following is not a NPD step ?

- a) Idea generation      b) Business analysis  
c) Test marketing      d) Marketing strategy.

iii) Which of the following is defined as a state of felt deprivation of some basic satisfaction ?

- a) Need      b) Want  
c) Demand      d) Product.

iv) Study of Demography is

- a) study of human mind      b) study of environment  
c) study of human physiology      d) study of human population.



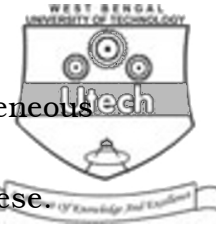
v) Services are

a) intangible

b) heterogeneous

c) inseparable

d) all of these.



vi) Market myopia is

a) defect of eye

b) short sighted view of marketing

c) brand extensions

d) market planning.

vii) Which of the following is not a macro environmental factors ?

a) Economic

b) Technology

c) Suppliers

d) Politics.

viii) Which of the following is/are types of promotional pricing ?

a) Loss-leader pricing

b) Special event pricing

c) Cash rebates

d) All of these.

ix) The focus of marketing concept is

a) target market

b) customer needs

c) products

d) customer satisfaction.

x) A method to estimate future demand is

a) expert opinion

b) survey of buyers' intention

c) past sales analysis

d) all of these.



5

**GROUP – B**

( **Short Answer Type Questions** )

Answer any *three* of the following.



3 ∞ 5 = 15

2. Define SWOT analysis. What is its significance ? 2 + 3
3. State the difference between sales forecasting and market forecasting.
4. Define Product line. How Product line can be modified ? 2 + 3
5. State the difference between skimming pricing and penetration pricing policy.
6. Highlight the significance of micro and macro environment of an organisation from marking point of view.

**GROUP – C**

( **Long Answer Type Questions** )

Answer any *three* of the following.

3 ∞ 15 = 45

7. a) Explain the factors responsible for channel decisions.
- b) Show diagrammatically the various channel flows.
- c) State the functions of intermediaries. 5 + 5 + 5
8. a) Explain the PCL theory with example.
- b) State the marketing strategies at different stages of PLC. 8 + 7
9. a) Discuss the steps involved in New Product Development.
- b) Write down the factors responsible for new product success ? 8 + 7



6

10. a) Analyse the strategic marketing tools.

b) How market planning can be done ?

c) Briefly explain BCG model.



4 + 3 + 8

11. a) How services are different from that of a products ?

b) What are the marketing mix elements for a service firm ? Explain.

5 + 10

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END