



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.



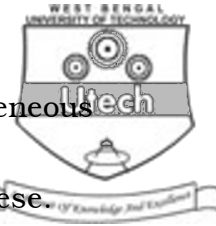
v) Services are

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.



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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



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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

END