

Name :

Roll No. :

Invigilator's Signature :

CS / BBA(H)BIRM / BSCM / SEM-4 / BBA-404 / 2013

2013

MARKETING MANAGEMENT-I

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 company concentrates on more than one segment to minimize its risk. Which of the following targeting strategy can work well for the company, where the company focuses its resources on a few market segments and develops its expertise in fulfilling the needs of those segments ?

- a) Product specialization
- b) Selective specialization
- c) Full market coverage
- d) Single segment concentration.



ii) Any Organization selling directly to the final consumer is doing

- a) Wholesaling
- b) Retailing
- c) Franchising
- d) Warehousing.

iii) Brand Ambassador means

- a) A model of Car
- b) A model of commercial Vehicle
- c) A person promoting the brand
- d) none of these.

iv) A strategy for company growth through starting up or acquiring business outside the company's current product and market is called

- a) Product Development
- b) Diversification
- c) Downsizing
- d) Market Penetration.

v) Which of these is not a factor influencing consumer behaviour ?

- a) Cultural
- b) Physical
- c) Social
- d) Psychological.



vi) Buyers' discomfort caused by post purchase conflict is referred to as

- a) Purchase decision
- b) Post purchase regression
- c) Cognitive dissonance
- d) Alternative Evaluation.

vii) Furniture, major appliances, clothings, etc are examples of

- a) convenience products b) unsought products
- c) speciality products d) shopping products.

viii) Milking a brand is done in the stage of the PLC

- a) introduction b) growth
- c) maturity d) decline.

ix) Giant speciality store that carry a very deep assortment of a particular line of products and is staffed knowledgeable employees, are called

- a) category killer b) departmental store
- c) superstore d) off price retailer.



- x) A straight reduction in price on purchases during a stated time period is called
- a) Allowance b) Trade off
- c) Discount d) Rebate.
- xi) Which of the following is defined as a state of felt deprivation of some basic satisfaction ?
- a) Need b) Want
- c) Demand d) Product.
- xii) Which of the following is not a base for segmenting consumer market ?
- a) Demographic segmentation
- b) Psychographic segmentation
- c) Behavioural segmentation
- d) Physiological segmentation.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

2. Discuss the bases of market segmentation which any biscuit manufacturing firm is following for their biscuits.
3. Apply the five different buying roles which different individuals play in the context of the decision regarding purchase of a flat screen television at home.



4. "Each marketing tool is designed to deliver a customer benefit" — Robert Lauterborn. Explain this statement by linking the 4 P-s of the marketing mix to 4 C-s.
5. With real examples, explain what a new product is, and what are its distinctive features ?
6. A firm deciding to brand its products may choose from four commonly used strategies. Discuss.

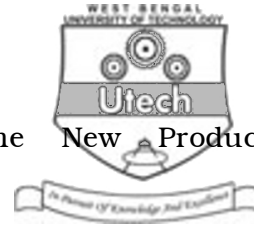
GROUP – C

(Long Answer Type Questions)

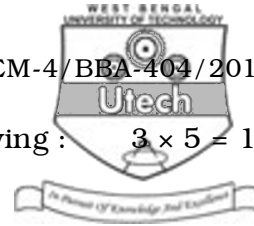
Answer any *three* of the following. 3 × 15 = 45

7. a) Distinguish between Cost based Pricing and Value based Pricing.
- b) Discuss briefly the different internal and external considerations affecting pricing decisions.
- c) What are the two major strategies for pricing new products ? Explain.
- d) What are "Product bundle pricing" and "Psychological pricing" ?

3 + 5 + 4 + 3



8. a) Outline the major steps of the New Product Development process. 5 + 5 + 3 + 2
- b) What do you mean by Product Life Cycle ? What are the marketing objectives at each stage of the PLC ?
- c) Discuss the characteristics of a service.
- d) What is 'Brand Equity' ? 5 + 5 + 3 + 2
9. a) What do you mean by 'Consumer Behaviour' ? Discuss the different characteristics that affect consumer behaviour.
- b) Explain briefly the major forces that constitute a company's macro environment.
- c) Differentiate between Niche Marketing and Undifferentiated Marketing. 7 + 5 + 3
10. a) Define "Distribution Channel". 3
- b) Draw block diagrams of various distribution channels. 5
- c) Briefly discuss the factors affecting choice of a distribution channel. 7



11. Write short notes on any *three* of the following : $3 \times 5 = 15$

- a) Positioning strategies
- b) Product Levels
- c) Societal Marketing
- d) Skimming and Penetration
- e) Merits and demerits of Newspaper advertising.

