



Name : .....  
Roll No. : .....  
Invigilator's Signature : .....

**CS / BBA(H), BIRM, BSCM / SEM-4 / BBA-404 / 2011  
2011**

**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) A registered brand is called
  - a) logo
  - b) brand equity
  - c) trade mark
  - d) patent.
- ii) Advertising is a part of
  - a) Product mix
  - b) Place mix
  - c) Price mix
  - d) Promotion mix.
- iii) DVD player is an example of
  - a) FMCG
  - b) Consumer durable
  - c) Industrial
  - d) all of these.



- iv) DAGMAR model was proposed by
  - a) Russel H Colley
  - b) Philip Kotlar
  - c) David Ogilvy
  - d) D. McGregor.
  
- v) Medical representatives are known as
  - a) Order taker
  - b) Order getter
  - c) Order creator
  - d) none of them.
  
- vi) Retailers are directly linked with
  - a) physical distribution
  - b) promotion
  - c) product
  - d) pricing.
  
- vii) Physical evidence is an element of
  - a) product mix
  - b) service mix
  - c) marketing mix
  - d) all of these.
  
- viii) ..... is a paid form of impersonal presentation of goods, services and ideas through an identified sponsor.
  - a) Publicity
  - b) Advertising
  - c) Sales promotion
  - d) Personal selling.
  
- ix) Solitary survivor is the ..... stage of family life cycle.
  - a) first
  - b) third
  - c) fifth
  - d) final.



- x) Which of the following is not a variable of segmentation ?
- a) Demographic                      b) Psychographic
- c) Behavioural                        d) Heredity.
- xi) What is the extension of USP ?
- a) Unique selling proposition
- b) Unique selling plan
- c) Unique selling position
- d) Unit selling price.

**GROUP - B**

**( Short Answer Type Questions )**

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

2. What is marketing myopia ?
3. What are the criteria for effective segmentation ?
4. Differentiate between marketing and selling.
5. State the different types of consumer behaviour.
6. Explain the concept of marketing mix.

**GROUP - C**

**( Long Answer Type Questions )**

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

7. What are the elements of marketing micro environment and how are they important ? How does the elements of marketing macro environment affect decision making ? 8 + 7
8. Different intermediaries perform different functions. Discuss. Explain with suitable examples the concept of channel flows.



Discuss with examples some direct marketing channel options.

9. What are the different branding strategies available to marketer ? With real life examples, discuss the characteristics of a good brand name. 8 + 7

10. Marketing managers can make five major decisions, known as the five M-s, in developing a successful advertising program. Discuss. Advertisement objectives can be classified into four broad groups. Discuss. 10 + 5

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

- a) Market skimming strategy
- b) Market penetration strategy
- c) Go-Error and Drop-Error
- d) Different channel flows
- e) Tele shopping and Mail shopping.

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