Name :	Ulician
Roll No. :	An Phannes Of Knowlinder Teel Underst
Invigilator's Signature :	

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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)

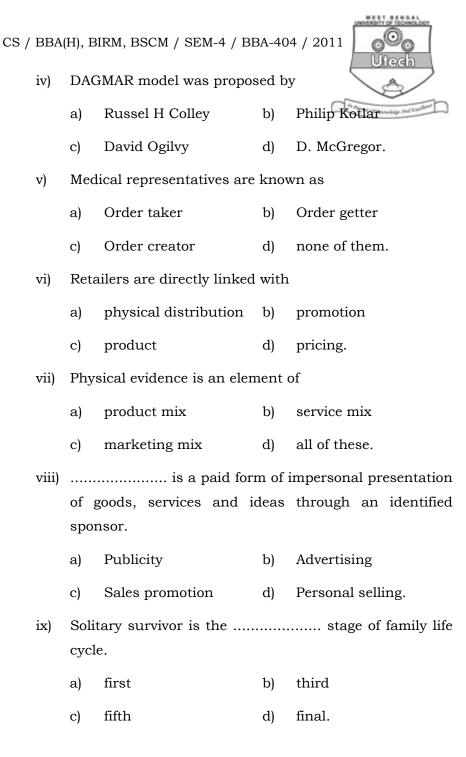
1. Choose the correct alternatives for any *ten* of the following :

 $10 \times 1 = 10$

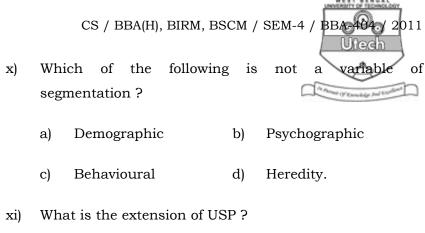
- i) A registered brand is called
 - a) logo b) brand equity
 - c) trade mark d) patent.
- ii) Advertising is a part of
 - a) Product mix b) Place mix
 - c) Price mix d) Promotion mix.
- iii) DVD player is an example of
 - a) FMCG b) Consumer durable
 - c) Industrial d) all of these.

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- 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. $3 \times 5 = 15$

- 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. $3 \times 15 = 45$

- 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.
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Discuss with examples some direct marketing channel options. 5+5+5

- 9. What are the different branding strategies available to marketer ? With real life examples, discuss the characteristics of a good brand name.
 8 + 7
- 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 : $3 \times 5 = 15$
 - 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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