

Code : 302105

BBA 1st Semester Exam., 2013

MARKETING MANAGEMENT—I

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
 (ii) There are **SEVEN** questions in this paper.
 (iii) Attempt **FIVE** questions in all.
 (iv) Question Nos. 1 and 2 are compulsory.

1. Choose the correct option (any six) : 2×6=12

(a) If a company's objective were to reach masses of buyers that were geographically dispersed at a low cost per exposure, the company would likely choose which of the following promotion forms?

- (i) Advertising
 (ii) Personal selling
 (iii) Public relations
 (iv) Sales promotion

(b) Successful service companies focus their attention on both their customers and their employees. They understand —, which links service firm profits with employee and customer satisfaction.

- (i) internal marketing
 (ii) service-profit chains
 (iii) interactive marketing
 (iv) service differentiation

(c) — is quoted as saying that 'everyone lives by selling something'.

- (i) Bill Gates
 (ii) Robert Louis Stevenson
 (iii) Arthur Miller
 (iv) Henry Ford

(d) Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a/an

- (i) idea
 (ii) demand
 (iii) product
 (iv) service

(e) Successful — depends on how well a company blends its people, organizational structure, decision and reward systems, and company culture into a cohesive program that supports its strategies.

- ~~(i)~~ marketing strategy
- (ii) marketing control
- (iii) marketing analysis
- (iv) marketing implementation

(f) — is the general term for a buying and selling process that is supported by electronic means.

- (i) Internet commerce
- (ii) Web commerce
- (iii) Computer commerce
- ~~(iv)~~ Electronic commerce

(g) When a company enters a new product category for which its current brand names are not appropriate, it will likely follow which of the following brand strategies?

- (i) Product extensions
- (ii) Line extensions
- (iii) Brand extensions
- ~~(iv)~~ New brands

(h) — consists of dividing a market into distinct groups of buyers on the basis of needs, characteristics, or behavior who might require separate products or marketing mixes.

- ~~(i)~~ Product differentiation
- (ii) Market segmentation
- (iii) Market targeting
- (iv) Market positioning

(i) In terms of special product life cycles, a — is a basic and distinctive mode of expression.

- ~~(i)~~ genre
- (ii) style
- (iii) fashion
- (iv) fad

(j) — is a principle of enlightened marketing that requires that a company seek real product and marketing improvements.

- (i) Innovative marketing
- (ii) Consumer-oriented marketing
- (iii) Value marketing
- (iv) Sense-of-mission marketing

2. Answer any *three* of the following : 4×3=12

- (a) Define ^{basically} needs, ^{want-fulfill} wants and demands.
- (b) What do you ^{willing to do} understand by positioning?
- (c) Why do we segment the market?
- (d) What do you understand by idea generation?
- (e) Write the four importance of branding.

Answer any **three** of the following :

- 3. Define marketing and justify the statement 'Marketing begins with customer needs' by giving some examples. 12
- 4. What is marketing? Explain the nature of marketing. 12
- 5. Define market segmentation and explain different patterns of market segmentation. 12
- 6. Define packaging and explain the major factors considered for packaging decisions. 12
- 7. What is a new product? Explain the process of new product development. 12
