



Name :
Roll No. :
Invigilator's Signature :

CS / MBA (NEW) / SEM-2 (FT) / MB-208 / 2011

2011

MARKETING MANAGEMENT

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) Among the following options which one does not come

under the steps of Marketing Research ?

a) Data Collection

b) Data Interpolation

c) Data Collation

d) Data Tabulation.

25010 (MBA)

[Turn over



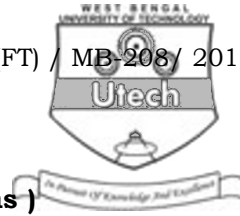
- ii) Among the given options which one is not a part of demography based segmentation parameter ?
- a) Gender b) Age
- c) Education d) None of these.
- iii) Focus Group interview is a technique of collecting
- a) Primary data b) Secondary data
- c) Tertiary data d) None of these.
- iv) An old product in an old market is known as
- a) Market penetration
- b) Production development
- c) Market development
- d) Diversification.
- v) "Produce the best quality product" — this concept is known as
- a) Product concept b) Production concept
- c) Selling concept d) Marketing concept.



- vi) It is advantageous to be dog if I am playing in a
- a) Perfectly competitive market
 - b) Monopoly market
 - c) Niche market
 - d) none of these.
- vii) For a very unique product which is coming to the market for the first time the type of pricing should be adopted is known as
- a) Two-part Pricing b) Penetration Pricing
 - c) Skimming Pricing d) none of these.
- viii) Want of the consumer means
- a) something that arises after needs have been fulfilled
 - b) need directed to a specific object
 - c) need backed by ability to pay
 - d) something that arises after the basic necessities of life have been fulfilled.



- ix) One of the important characteristics of service is
- a) Homogeneity
 - b) Tangibility
 - c) Heterogeneity
 - d) Separability.
- x) Market means
- a) actual and potential customers
 - b) a place where buyers and sellers meet
 - c) a place where there is a collection of shops
 - d) both (a) and (b).
- xi) Physical Distribution of 4P is related to
- a) Convenience
 - b) Communication
 - c) Consumer's solution
 - d) Cost.
- xii) The list of all products offered for sale by a company is called
- a) Product Mix Breadth
 - b) Product Mix Length
 - c) Product Mix Height
 - d) Product Mix Width.



GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. If the first command in marketing is 'know the customers', the second is 'know the product'. Explain.
3. Define segmentation. What are the commonly used bases for segmenting industrial market ?
4. Define brand. Discuss the different branding strategies.
5. What do you mean by positioning ? What is confused positioning ? Give example.
6. What is marketing research ? What are roles of marketing research in marketing decision making ?

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. Describe the Product Life Cycle concept in detail along with the people who will buy the product at the different stages of PLC. Explain in different strategies that should be adopted at different stages of Product Life Cycle with proper logic and example. $9 + 6$



8. Among the different elements of promotion mix what is the importance of advertising ? Describe the 5Ms of advertising in detail with suitable examples. Describe the different appeals which are generally attacked in advertising. Is it necessary to attack the mixture of two appeals in a single advertisement ? Explain with suitable example. 1 + 8 + 4 + 2
9. What are the different types of Market Players you known about ? Explain their nature and their activities in detail with suitable example. How these market players' positions in the market can affect the position of somebody in the BCG matrix who is playing in the same market ? Explain with suitable example. 9 + 6
10. Explain the term 'strategic planning gap' with a neat graph and suitable example. How can this gap be fulfilled or reduced ? Explain in detail with suitable example. 10 + 5



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

- a) Market skimming strategy
- b) Market penetration strategy
- c) SWOT Analysis
- d) Step in selling
- e) Purpose of Packaging.

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