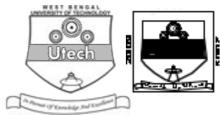
MARKETING MANAGEMENT (SEMESTER - 2)

CS/MBA(Old)/SEM-2 (FT & PT)/MB-209/09



1.	Signature of Invigilator		Unicon												
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	Roll No. of the Candidate														
	CS/MBA(Old)/S ENGINEERING & MANAC MARKETING MAN	EME	ENT	EX	AM	INA'	TIO:	NS,	, Jt	J NE			- · -)		

[Full Marks: 70 Time: 3 Hours]

INSTRUCTIONS TO THE CANDIDATES:

- This Booklet is a Question-cum-Answer Booklet. The Booklet consists of 32 pages. The questions of this 1. concerned subject commence from Page No. 3.
- 2. In **Group - A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided against each question.
 - b) For Groups - B & C you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of Group - B are Short answer type. Questions of Group - C are Long answer type. Write on both sides of the paper.
- 3. Fill in your Roll No. in the box provided as in your Admit Card before answering the questions.
- Read the instructions given inside carefully before answering. 4.
- 5. You should not forget to write the corresponding question numbers while answering.
- Do not write your name or put any special mark in the booklet that may disclose your identity, which will 6. render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall. 7.
- You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, which will lead to disqualification.
- 9. Rough work, if necessary is to be done in this booklet only and cross it through.

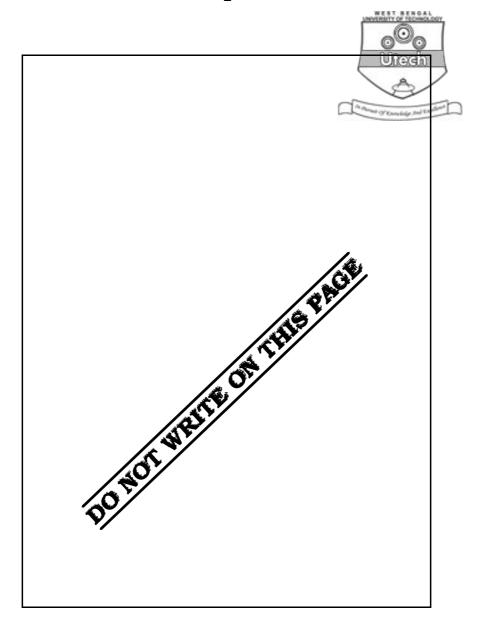
No additional sheets are to be used and no loose paper will be provided

FOR OFFICE USE / EVALUATION ONLY Marks Obtained Group - B Group - A Group - C Question Total Examiner's Number Marks Signature Marks **Obtained**

Head-Examiner	/Co-Ordinator	/Scrutineer

51008 (03/06) (O)







ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE - 2009 MARKETING MANAGEMEN **SEMESTER - 2**

Time: 3 Hours] [Full Marks: 70

GROUP - A

			(Multiple Choice	Туре (Questions)			
1.	Choo	Choose the correct alternatives for the following : i) The number of intermediate levels is called						
	i)							
		a)	the breadth of the channel	b)	the length of the channel			
		c)	the depth of the channel	d)	none of these.			
	ii)							
		a)	Idea generation	b)	Business analysis			
		c)	Test marketing	d)	Marketing strategy.			
	iii)		ch of the following is defined sfaction?	as a s	state of felt deprivation of	some basic		
		a)	Need	b)	Want			
		c)	Demand	d)	Product.			
	iv)	Stud	ly of Demography is					
		a)	study of human mind	b)	study of environment			
		c)	study of human physiology	d)	study of human population	on.		



v)	Serv	rvices are					
	a)	intangible	b)	heterogeneous			
	c)	inseparable	d)	all of these was a second			
vi)	Mar	ket myopia is					
	a)	defect of eye	b)	short sighted view of marketi	ng		
	c)	brand extensions	d)	market planning.			
vii)	Whi	ich of the following is not a macı	o envii	ronmental factors ?			
	a)	Economic	b)	Technology			
	c)	Suppliers	d)	Politics.			
viii)	Whi	ich of the following is/are types	of pron	notional pricing ?			
	a)	Loss-leader pricing	b)	Special event pricing			
	c)	Cash rebates	d)	All of these.			
ix)	The	focus of marketing concept is					
	a)	target market	b)	customer needs			
	c)	products	d)	customer satisfaction.			
x)	A m	ethod to estimate future deman	d is				
	a)	expert opinion	b)	survey of buyers' intention			
	c)	past sales analysis	d)	all of these.			



GROUP – B

(Short Answer Type Questions)





2. Define SWOT analysis. What is its significance?

2 + 3

- 3. State the difference between sales forecasting and market forecasting.
- 4. Define Product line. How Product line can be modified?

2 + 3

- 5. State the difference between skimming pricing and penetration pricing policy.
- 6. Highlight the significance of micro and macro environment of an organisation from marking point of view.

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following.

 $3 \propto 15 = 45$

- 7. a) Explain the factors responsible for channel decisions.
 - b) Show diagrammatically the various channel flows.
 - c) State the functions of intermediaries.

5 + 5 + 5

- 8. a) Explain the PCL theory with example.
 - b) State the marketing strategies at different stages of PLC.

8 + 7

- 9. a) Discuss the steps involved in New Product Development.
 - b) Write down the factors responsible for new product success?

8 + 7

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10. a) Analyse the strategic marketing tools.

b) How market planning can be done?



c) Briefly explain BCG model.

4 + 3 + 8

- 11. a) How services are different from that of a products?
 - b) What are the marketing mix elements for a service firm? Explain. 5 + 10

END