

Code : 302105

(2)

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

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(Turn Over)

(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

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(Continued)

(3)

(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

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(Turn Over)

(4)

(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

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(Continued)

(5)

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

- (a) Define needs, wants and demands.
- (b) What do you 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

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