

Total number of printed pages-4

47 (3) MKMN 3-2

2011

MARKETING MANAGEMENT

Paper : 3-2

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer the following : 1×10=10

(A) Fill in the blanks :

- (i) Advertisement is the connecting link between manufacturer and _____ .
(Middlemen / customer)
- (ii) Advertisement is _____
(Multi dimensional / Uni-dimensional)
- (iii) According to the Modern concept of Marketing _____ is the king or sovereign of the market.
(consumer / producer)

Contd.

(iv) _____ in which consumer dislike the product and even may pay a price to avoid it.
(Negative demand / Latent demand)

(v) Advertisement is a message to _____ group. (Large / small)

(B) State true or false :

(i) Industrial goods and consumer goods can be marketed in the same manner.

(ii) Idea generation is the last step in new product development process.

(iii) Institutional advertising is displayed to create a good will for the firm.

(iv) Selling concept is more comprehensive than Marketing concept.

(v) Demonstration is a type of advertising strategy.

2. Answer the following briefly. (any five)

2x5=10

(i) Write two points of difference between marketing and selling.

(ii) What do you mean by convenience goods ?

(iii) Write two principles of product development.

(iv) What are geographic price policies ?

(v) What is propaganda ?

(vi) What is meant by product mix ?

(vii) Definition of sales promotion.

Answer the following : (any four)

(i) Write a detailed note on functions of Marketing. 5

(ii) Explain the AIDAS principle in advertising. 5

(iii) Large scale production decreases the unit cost. Elaborate your answer. 5

(iv) Define market segmentation. Why do you think market segmentation is important ? 1+4=5

(v) What is product development ? What are the advantages of product development ? 1+4=5

(vi) Write short notes on the following :

2½+2½

- (a) Press publicity
- (b) Marketing logistics.

4. Answer *any five* from the following : 8×5=40

- (a) Describe the nature and scope of Marketing.
- (b) Explain the various stages of product life cycle.
- (c) What are trading up and trading down in product management ?
- (d) What are the various marketing strategies available for maturity stage of a product ?
- (e) Describe product line policies and strategies in detail.
- (f) Distinguish between the traditional and modern concept of Marketing.
- (g) What are channel conflicts ? How conflicts are coordinated or addressed as they have severe consequences ?