

Total No. of printed pages = 4

47 (3) MKMN 3.2

2012

**MARKETING MANAGEMENT**

Paper : 3.2

Full Marks - 80

Time - Three hours

1. Answer the following : 1×10=10

(A) Fill in the blanks :

(i) According to Prof. Peter Drucker, any business enterprise must have two basic functions, namely Innovation and ——. (Marketing / Production)

(ii) ——— is an attempt to bend the demand to the will of supply. (Product differentiation / Market segmentation)

(iii) Selling is a ——— perspective. (Long-term / Short-term)

(iv) An all-encompassing problem in test marketing is ———. (Price / Time)

[Turn over

- (v) \_\_\_\_\_ is the strategy of counter segmentation for reducing the over-segmentation (Market integration/Market orchestration)

(B) State true or false :

- (i) Event marketing is also called as turbo marketing.
- (ii) All 'Advertising' is publicity but all 'Publicity' is not advertising.
- (iii) Marketing has philosophical and strategic implications.
- (iv) Rapid Penetration is a strategy of launching the product at high price and spending heavily on promotion.
- (v) Price of a product or products determine the profitability of a firm.

2. Answer the following briefly (any five) :  $2 \times 5 = 10$

- (i) What is market segmentation ?
- (ii) State two functions of a retailer.
- (iii) What do you mean by brain-storming ?
- (iv) State two objectives of marketing management.

- (v) What is Product Branding ?

- (vi) What is Test Marketing ?

- (vii) State two basic features of salesmanship.

Answer the following (any four) :  $5 \times 4 = 20$

- (i) Distinguish between 'Market' and 'Marketing'.

- (ii) State four factors which influence marketing concept.

- (iii) What are the determinants of successful product positioning ?

- (iv) Is salesmanship both science and art ? Explain.

- (v) Distinguish between Propaganda and Advertising.

- (vi) How marketing mix concepts help the businessman ?

4. Answer the following (any five) :  $8 \times 5 = 40$

- (a) What is Marketing Management ? State the functions of Marketing Management.



- (b) What is a channel of distribution ? Explain the role of marketing channel.
- (c) What is Personal Selling ? State the merits and limitations of personal selling.
- (d) What is Pricing ? State the role of pricing in marketing strategy.
- (e) Distinguish between Sales Promotion and Advertising. What are the limitations of advertising ?
- (f) Who are Intermediaries ? What factors govern the choice of an intermediary ?
- (g) What is a new product ? Why companies go in for new products ? What steps are involved in new product development ?
- (h) Write short notes on any *two* :
  - (i) Product Design
  - (ii) Wholesaler
  - (iii) Management of Advertising.