

Total number of printed pages-4

47(3) MKMN 3-2

2014

MARKETING MANAGEMENT

Paper : 3-2

Full Marks : 80

Time : Three hours

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

1. Fill in the blanks : 1×5=5
- (i) _____ strategy is an attempt to understand the attitudes of intermediaries so that their dispositions can be reshaped to the requirements of the company. (Bargain Strategy / Penetration Strategy)
- (ii) Advertising is a very popular method of _____ communication using its wide variety of media and media vehicles. (personal / impersonal)

Contd.

- (iii) Persuasive promotion is engineered to stimulate a _____ or an action. (Purchase / Sale)
- (iv) _____ is the set of those strategies where closed markets are opened up. (Green marketing / Mega-marketing)
- (v) Advertising may have long-term or short-term perspective, while sales-promotion always has _____ perspective. (long term / short term)
2. State *true or false* : 1×5=5
- (i) Test marketing is an ultimate test to experience and experiment with actual selling of the product.
- (ii) Slow skimming means launching of a new product at a low price and high promotion.
- (iii) The basic place mix variables are transportation, warehousing, inventory levels and channels of distribution.
- (iv) During the period of growth of a product, the promotional strategy changes.
- (v) All propaganda is advertising but all advertising is not propaganda.

3. Answer the following briefly : (*any five*) 2×5=10
- (i) State *two* objectives of marketing.
- (ii) What is marketing concept ?
- (iii) State *two* principles of product development.
- (iv) What is Marketing logistics ?
- (v) What is Target Marketing ?
- (vi) What do you mean by Direct Marketing ?
- (vii) What is Franchising ?

4. Answer the following : (*any four*) 5×4=20
- (i) Distinguish between 'Marketing' and 'Selling'.
- (ii) State the functions of a retailer.
- (iii) What benefits the society gets of advertising ?
- (iv) State the role of physical distribution system.
- (v) State the merits of airways transportation.
- (vi) State the limitations of personal selling.
5. Answer *any five* from the following : 8×5=40
- (a) What is Marketing Segmentation ? State the requisities of sound marketing segmentation.

- (b) What is a new product? What steps are involved in new product development?
- (c) What is Product Life Cycle? What are the stages involved in Product Life Cycle? Explain.
- (d) What is Pricing? State the role of pricing in marketing strategy.
- (e) Who is Wholesaler? State the functions of wholesaler. What are the services rendered by wholeseller to the manufacturers?
- (f) What is Advertising? How it differs from Sales Promotion? What are the limitations of advertising?
- (g) What is Packaging? What are the essential of good packaging? State the advantages of packing & packaging.
- (h) Write short notes on *any two* :
 - (i) Intermediaries
 - (ii) Branding
 - (iii) Transportation.