

2014

Time : 3 hours

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Answer from both the Groups as directed.

Group – A

(Objective-type Questions)

Answer all questions of the following.

1. Choose the correct answer of the following :

2×10 = 20

(a) For business, marketing is :

(i) Compulsory

(ii) Necessary

NR – 14/3

(Turn over)

(iii) Unnecessary

(iv) Luxury

(b) "Marketing is the delivery of standard". This definition is of :

(i) Philip Kotler

(ii) William J. Stanton

(iii) Paul Mazur

(iv) Hansen

(c) Marketing concept is :

(i) Production-oriented

(ii) Sales-oriented

(iii) Customer-oriented

(iv) All of the above

(d) Consumer behaviour is :

(i) Uncertain

(ii) Dynamic

(iii) Wide

(iv) All of these

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(2)

Contd.

(e) Maslow hierarchy of needs are :

(i) 4

(ii) 5

(iii) 3

(iv) 2

(f) Outdoor advertising includes :

(i) Newspaper Advertisement

(ii) Folders

(iii) Magazine Advertisement

(iv) Posters

(g) Price policy is determined by :

(i) Lower Management

(ii) Middle Management

(iii) Higher Management

(iv) Salesman

(h) Market segmentation is :

(i) Necessary

(ii) Unnecessary

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(3)

(Turn over)

(iii) Wastage of Money

(iv) Wastage of Time

(i) Distribution of free samples include in :

(i) Consumers promotion

(ii) Dealers promotion

(iii) Consumers and dealers promotion

(iv) None of these

(j) Consumers are :

(i) Buyers

(ii) Consumers

(iii) Sellers

(iv) Both (i) and (ii)

Group – B

(Long-answer Type Questions)

Answer any four questions of the following :

15×4 = 60

2. Define the term marketing and describe its functions.

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(4)

Contd.

3. Evaluate the impact of macro environmental factors on marketing decisions.

4. Explain the various factors which effect consumer buying behaviour.

5. What do you mean by market segmentation ? Explain its importance.

6. Describe, in detail, the factors affecting distribution channel.

7. What is Product Life Cycle ? Explain its various stages.

8. Describe the different methods of marketing research.

9. Explain Sales Forecasting. Discuss the different methods of sales forecasting.

10. What are the various methods of pricing of a product ? Which method you recommend and why ?



NR – 14/3 (350)

(5)

BBA(III)/H – 10/14