

2012

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 : $2 \times 10 = 20$

1. Choose the correct answer of the following :

(a) Marketing-mix is Price, Product, Place and :

(i) Advertisement

(ii) Promotion

(iii) Discount

(iv) Gift

- (b) Consumers are :
 - (i) Buyers
 - (ii) Consumers
 - (iii) Sellers
 - (iv) Both (i) and (ii)
- (c) Price Policy is determined by :
 - (i) Lower Management
 - (ii) Middle Management
 - (iii) Higher Management
 - (iv) Salesman
- (d) Outdoor advertising includes :
 - (i) News Paper Advertising
 - (ii) Magazine Advertising
 - (iii) Folders
 - (iv) Posters
- (e) Which of the following is non-controllable ?
 - (i) Sales Promotion Efforts
 - (ii) Marketing Research
 - (iii) Government Policy
 - (iv) None of these

- (f) Young ; middle income car buyers comprise
a
- (i) Sector
 - (ii) Segment
 - (iii) Both (i) and (ii)
 - (iv) Non of these
- (g) Which of the following is the most time consuming and expensive method of collecting primary data ?
- (i) Observational Method
 - (ii) Survey Method
 - (iii) Experimental Method
 - (iv) Focus Group Research
- (h) In which concept, business shifted from “make-and-sell” philosophy to “sense-and respond” philosophy ?
- (i) Production Concept
 - (ii) Product Concept
 - (iii) Selling Concept
 - (iv) Marketing Concept

(i) Death of a product takes place :

- (i) In maturity stage
- (ii) In decline stage
- (iii) In saturation stage
- (iv) In adolescence stage

(j) Idea screening refers to :

- (i) Generating idea
- (ii) Enaluating idea
- (iii) Both (i) and (ii)
- (iv) None of these

Group – B

(Long-answer Type Questions)

Answer any **four** questions : $15 \times 4 = 60$

2. Define Marketing. Discuss its nature and scope.
3. Identify the major segmentation variables and discuss them in details.
4. What are the different kinds of marketing channels ?
5. Define Sales Promotion. Explain, in brief, the main tools of sales promotion.

6. Discuss the different method of Marketing Research.
7. What do you understand by Product Life Cycle ? Explain its various stages.
8. What do you mean by Sales Forecasting ? Discuss the different methods of sales forecasting.
9. Discuss the factors that affect buyer behaviour.
10. Enumerate various methods of Pricing. Briefly explain them.

