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MGT(S-II) — X/12

2012

MM

Time : 3 hours

Full Marks : 80

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

*The questions are of equal value.*

*Answer any **four** questions in which*

*Q. No. 1 is compulsory.*

1. Select the correct answer from given alternatives :
  - (a) Marketing-Mix remain :
    - (i) Static
    - (ii) Certain
    - (iii) Uncertain
    - (iv) Changing
  - (b) The factors affecting product mix are :
    - (i) Marketing
    - (ii) Production

- (iii) Financial
  - (iv) All of these
- (c) General shape of a PLC curve is :
- (i) Bell-shape
  - (ii) C-shape
  - (iii) S-shape
  - (iv) Elliptical
- (d) \_\_\_\_\_ is a reference group to which an individual holds membership but does not want to belong to that group.
- (i) Membership
  - (ii) Aspiration
  - (iii) Disclaimant
  - (iv) Avoidance
- (e) Schultz replaced the traditional marketing 4 Ps by new acronym \_\_\_\_\_.
- (i) SIVA
  - (ii) PASA
  - (iii) DATA
  - (iv) MEGA

(f) In \_\_\_\_\_ demand, consumers may share a strong need that cannot be satisfied by an existing product.

(i) Latent

(ii) Unwholesome

(iii) Declining

(iv) Non-existing

(g) Companies normally budget marketing research at \_\_\_\_\_ % of company sales.

(i) 10 to 20

(ii) 1 to 2

(iii) 4 to 5

(iv) 10 to 15

(h) Who among the following classified the 4 Ps of marketing ?

(i) Peter F. Drucker

(ii) Herbert Spencer

(iii) McCarthy

(iv) Hewlett Packard

(i) \_\_\_\_\_ assist is distribution process but neither take title to goods nor negotiate purchase or sales.

(i) Merchants

(ii) Agents

(iii) Facilitators

(iv) All of these

(j) 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

2. Define Marketing Management. Discuss all the five concepts of marketing in detail.

3. What is Marketing Research ? Explain the various methods of Marketing Research.

4. What do you mean by Database Marketing ?  
What are the components of the customer database ? Also, explain the various uses of database.
5. Differentiate between the following :
  - (a) Customer mailing and Customer Database
  - (b) Data Warehousing and Data Mining
  - (c) Primary data and Secondary data
  - (d) Push strategy and Pull strategy
6. Elaborate New Product Development concept.  
What are the challenges in New Product development ? Explain the nature of product.
7. What are the various factors influencing consumer behaviour ?
8. Explain Personal Selling. What are the various steps involved in Personal Selling ?

