

Imtiaz

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MGT/S-2/X/13

2013

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 five question in which

Q. No. 1 is compulsory.

1. Select the correct option from the following :
 - (a) Money spent on marketing is :
 - (i) Wastage
 - (ii) Burden on the customers
 - (iii) Unnecessary Expenditure
 - (iv) Investment
 - (b) Importance of marketing concept is for :
 - (i) Society
 - (ii) Consumers
 - (iii) Producers
 - (iv) All the three

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(Turn over)

marketing brand

2. What is the meant by marketing ? Discuss the nature and scope of marketing.
3. What do you understand by the concept of marketing ? Discuss the role of marketing concept in a developing economy.
4. Describe the macro and micro marketing environment.
5. What do you mean by market segmentation ? Explain its importance.
6. Discuss the life-cycle of a product and problem of its obsolescence.
7. Explain the various objectives of pricing.
8. What do you understand by brand ? Explain the difference between brand and trade mark. What considerations are taken in selecting an effective brand name ?
9. Define the concept of promotion-mix. What are its elements ? What are the determinants of promotion-mix ?
10. "One of the major assets of a firm is its channel of Distribution." Discuss.

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(4)

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(c) According to McCarthy P, S of marketing mix are :

- (i) 4
- (ii) 6
- (iii) 2
- (iv) 3

(d) Marketing management has control over micro environment factors.

- (i) Yes
- (ii) No
- (iii) Partial
- (iv) Uncertain

(e) Market segmentation is :

- (i) Necessary
- (ii) Unnecessary
- (iii) Wastage of money
- (iv) Wastage of time

(f) The tendency of Indian buyer is :

- (i) To Bargain
- (ii) To File complaint
- (iii) To purchase cheap
- (iv) All of these

BM - 4/2

(2)

Contd.

(g) Major product line strategies are :

- (i) 2
- (ii) 4
- (iii) 6
- (iv) 8

(h) The characteristics of a good brand are :

- (i) Short Name
- (ii) Memorable
- (iii) Attractive
- (iv) All of these

(i) Advertising is a :

- (i) Push Strategy
- (ii) Pull strategy
- (iii) Both (i) and (ii)
- (iv) None of these

(j) "Young middle-income car buyers" are :

- (i) Segment
- (ii) Sector
- (iii) Both (i) and (ii)
- (iv) None of these

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(3)

(Turn over)

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(Turn over)