

COPYRIGHT RESERVED MGT/S-3-M/12(301-A)

2012

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 of the following Multiple choice questions :
 - (a) Buying and Selling activity called :
 - (i) Market
 - (ii) Marketing
 - (iii) Selling
 - (iv) Buying
 - (b) Marketing concept is based on consumer satisfaction of :
 - (i) Traditional Concept
 - (ii) Modern Concept

AP – 7/2

(Turn over)

- (iii) Both (i) and (ii)
 - (iv) None of these
- (c) Marketing Mix remains :
- (i) Static
 - (ii) Uncertain
 - (iii) Certain
 - (iv) Changing
- (d) Tendency of Indian buyer is :
- (i) To Bargain
 - (ii) To File Complaint
 - (iii) To Purchase Cheap
 - (iv) All of these
- (e) Pharmaceutical drugs are the examples of which graph of PLC ?
- (i) Growth-slump-maturity pattern
 - (ii) Scalloped Pattern
 - (iii) Cycle-recycle Pattern
 - (iv) None of these
- (f) Who has given the 4 Ps concept ?
- (i) Mc Carthy
 - (ii) F. W. Taylor

- (iii) Max Weber
- (iv) W. J. Stanton
- (g) Which of the following is the first step in new product development ?
 - (i) Idea Generation
 - (ii) Idea Screening
 - (iii) Concept Testing
 - (iv) None of these
- (h) Consumer sales promotion is a :
 - (i) Pull Strategy
 - (ii) Push Strategy
 - (iii) Both (i) and (ii)
 - (iv) None of these
- (i) is a group to which an individual holds a membership but doesn't want to belong to that group :
 - (i) Membership Group
 - (ii) Aspiration Group
 - (iii) Disclaimer Group
 - (iv) Avoidance Group

- (j) assist in distribution process but neither take title of goods nor negotiate purchases or sales :
- (i) Merchants
 - (ii) Agents
 - (iii) Facilitators
 - (iv) All of the above
2. Elaborate the marketing-mix.
 3. What is the different concept of marketing ?
 4. What are the different kinds of a salesman ?
What are the qualities of a salesman ?
 5. Define the term distribution channel. Describe the factors affecting the selection of distribution channel.
 6. What are the various factors influencing consumer behaviour ?
 7. Explain the Pricing Concept. What are the different steps involved in setting the price ?
 8. What is Sales Promotion ? Explain, in brief, main methods of sales promotion.

