

COPYRIGHT RESERVED

MGT/S-3-M/I/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 **four** questions in which Q. No. 1 is compulsory.*

1. Answer the following multiple choice questions. Select the correct answer from the given alternatives :
 - (i) Money spent of marketing is :
 - (a) Wastage
 - (b) Unnecessary Expenditure
 - (c) Burden on the Customer
 - (d) All of these
 - (ii) According to McCarthy Ps of marketing mix are :
 - (a) 4

SA – 7/2

(Turn over)

- (b) 6
 - (c) 2
 - (d) 3
- (iii) For a developing country like India strategic marketing planning is :
- (a) Necessary
 - (b) Unnecessary
 - (c) Burden on the Company
 - (d) Expensive
- (iv) Tendency of Indian buyer is :
- (a) To Bargain
 - (b) To File Complaint
 - (c) To Purchase Cheap
 - (d) All of these
- (v) Mostly new products are :
- (a) Necessary
 - (b) Unnecessary
 - (c) 100% Successful
 - (d) 100% Unsuccessful

(vi) The stages of product life cycle are :

- (a) 3
- (b) 4
- (c) 6
- (d) 7

(vii) 'Price is the monetary summary of all the conditions which give value to a product.'

This statement is of :

- (a) Walton Hamilton
- (b) Philip Kotler
- (c) R. S. Davar
- (d) W. J. Stanton

(viii) Personal selling includes :

- (a) Services to the Customers
- (b) Selling
- (c) Developing goodwill to the Firm
- (d) All of these

(ix) Media of advertising is :

- (a) Samples
- (b) Premium
- (c) Calendar and Diary
- (d) Demonstration

(x) Distribution of free samples include in :

- (a) Consumers Promotion
- (b) Dealers Promotion
- (c) Both of these
- (d) None of these

2. What is meant by marketing ? Discuss the objectives of marketing management.
3. Explain the process of developing a new product.
4. Define marketing-mix. Explain the factors affecting marketing mix.
5. Explain the various factors which affect the consumer buying behaviour.
6. Discuss in detail the main components of marketing promotion mix.
7. Explain the pricing determination procedure.
8. Define advertising. Discuss the objectives of advertising.

