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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. Choose the correct option from the following :
 - (i) Consumer behaviour is :
 - (a) Uncertain
 - (b) Dynamic
 - (c) Wide
 - (d) All of these
 - (ii) The tendency of Indian buyer is :
 - (a) To bargain
 - (b) To purchase cheap

- (c) To file complaint
 - (d) All of these
- (iii) Main reason for product development is :
- (a) Continuous loss
 - (b) Less profit
 - (c) Technological Development
 - (d) National Development
- (iv) Market segmentation is in the interest of :
- (a) Consumer
 - (b) Trader
 - (c) Manufacturer
 - (d) All of these
- (v) "Market segmentation is the strategy of dividing markets in order to conquer them."
- This statement is of :
- (a) Danar
 - (b) Robert
 - (c) Stanton
 - (d) Pearce

(vi) Marketing expenditure is a burden :

- (a) In industry
- (b) On businessman
- (c) On consumer
- (d) None of these

(vii) Penetration price means :

- (a) Low price
- (b) High price
- (c) Minimum price
- (d) Maximum price

(viii) Service marketing is :

- (a) Organisational function
- (b) Service function
- (c) Production function
- (d) None of these

(ix) Product differentiation deals with :

- (a) Heterogeneous product
- (b) Homogeneous product
- (c) Both of these
- (d) None of these

(x) Fastest growing sector of national and international economy is :

- (a) Manufacturing
- (b) Agriculture
- (c) Service
- (d) None of these

2. Define trade in services and discuss its various characteristics.
3. Discuss the trends of growth for any three major services that exist in India.
4. Describe, in brief, the main models of consumer buying behaviour.
5. Evaluate the impact of macro environment factor in marketing decisions.
6. What is market segmentation ? Evaluate its various bases.
7. Explain the 6P's of service marketing with examples.
8. Identify the market opportunities for Repositioning of existing product.

