

**MARKETING MANAGEMENT
(CBS3131)**

Time Allotted : 2½ hrs

Full Marks : 60

Figures out of the right margin indicate full marks.

Candidates are required to answer Group A and any 4 (four) from Group B to E, taking one from each group.

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

Group – A

1. Answer any twelve:

12 × 1 = 12

Choose the correct alternative for the following

- (i) The term marketing refers to :
 - (a) new product concepts and improvements
 - (b) advertising and promotion activities
 - (c) a philosophy that stresses customer value and satisfaction
 - (d) planning sales campaigns
- (ii) The term “marketing mix” describe :
 - (a) a composite analysis of all environmental factors inside and outside the firm
 - (b) a series of business decisions that aid in selling a product
 - (c) the relationship between a firm’s marketing strengths and its business weaknesses
 - (d) a blending of four strategic elements to satisfy specific target markets
- (iii) Market segmentation involves:
 - (a) dividing the total market into smaller, more specific groups
 - (b) ignoring the differences between customers
 - (c) selling the same product to everyone
 - (d) focusing on the needs of the most profitable customers
- (iv) What does “Place” refer to in the 4Ps of marketing?
 - (a) the physical location where a product is sold
 - (b) the distribution channels used to make the product available to customers
 - (c) the advertising and promotional activities used to reach customers
 - (d) the price at which a product is sold
- (v) The concept of “value” in marketing refers to :
 - (a) the cost of the product or service
 - (b) the benefits received by the customer relative to the cost
 - (c) the profit margin of the seller
 - (d) the price of the product

- (vi) Customer relationship management (CRM) focuses on
 (a) increasing sales volume
 (b) building and maintaining long-term relationships with customers
 (c) reducing marketing costs
 (d) finding new customers
- (vii) In which stage of the product life cycle do sales and profits peak?
 (a) introduction (b) growth
 (c) maturity (d) decline
- (viii) What term refers to attaching a tag to a product that describes it ?
 (a) branding (b) packaging
 (c) labelling (d) grading
- (ix) A strategy that involves setting an artificially high price and afterwards offering the product at substantial savings is known as
 (a) differentiated pricing (b) mark -up pricing
 (c) psychological discount pricing (d) festive event pricing
- (x) Which of the following is not an objective of advertising ?
 (a) building relationship (b) introducing a new product
 (c) developing a brand image (d) providing information

Fill in the blanks with the correct word

- (xi) A _____ is a set of interdependent organizations involved in the process of making products or services available for end-users.
- (xii) A _____ is an example of a market intermediary.
- (xiii) The _____ holds that consumers will favour products that are available and highly affordable (therefore, work on improving production and distribution efficiency).
- (xiv) _____ is a strategy of using a successful brand name to launch a new or modified product in a new category.
- (xv) When producers, wholesalers, and retailers act as a unified system, they comprise a _____.

Group - B

2. (a) Describe in brief the meaning and concept of “ Marketing “..
[(CBS 3131.1))(Remember/LOCQ)]
- (b) Illustrate in brief the key aspects of “Marketing”. [(CSBS 3131.1))(Remember/LOCQ)]
- 6 + 6 = 12**
3. Write short notes on:
 (i) Premium Pricing
 (ii) Value Based Pricing
 (iii) Penetration Pricing.

[(CBS3131.1))(Analyse/IOCQ)]

4 + 4 + 4 = 12

Group - C

4. Discuss briefly the major factors that influence Consumer Behaviour. [[CBS3131.4)]Analyse/IOCQ]
12
5. (a) Define the term “ Marketing Research “.
(b) Briefly discuss the common steps in the “Marketing Research Process.” [[CBS3131.4)]Remember/LOCQ]
4 + 8 = 12

Group - D

6. Distinguish amongst “ Convenience Products” , “ Shopping Products” & “ Speciality Products” on the basis of relevant parameters. (CBS3131.4)]Remember/LOCQ]
12
7. (a) Discuss the concept of Product Life Cycle (PLC). (CBS3131.4)]Remember/LOCQ]
(b) Write in brief the major aspects of PLC. [[CBS3131.4)]Remember/LOCQ]
6 + 6 = 12

Group - E

8. (a) Describe in brief the benefits of Digital Marketing. [[CBS3131.1)]Analyse/LOCQ]
(b) How digital Marketing works in the real world ? Illustrate with suitable examples. [(CBS3131.2)]Analyse /LOCQ]
6 + 6 = 12
9. (a) What is meant by “Distribution Channel?” How do you distinguish it from Physical Distribution Process? [[CBS3131.3)]Remember/LOCQ]
(b) Mention in brief the components that are associated with Physical Distribution process. [[CBS3131.3)]Remember/LOCQ]
6 + 6 = 12

Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	62.5	37.5	0

