

**MARKETING MANAGEMENT
(CSBS 4132)**

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) Which of the following marketing concepts came first?
(a) Product Concept (b) Production Concept
(c) Selling Concept (d) None of (a), (b) & (c).
- (ii) “Consumers may share a strong need that cannot be satisfied by an existing product.” – This is an example of
(a) Negative Demand (b) Non-existent Demand
(c) Latent Demand (d) Irregular Demand
- (iii) Market Space is
(a) a physical place for shopping (b) a digital platform for shopping
(c) both (a) and (b) (d) None of (a), (b) & (c).
- (iv) Demand for cancer drugs can be considered as
(a) Non-existent (b) Latent
(c) Irregular (d) Unwholesome.
- (v) Who proposed the concept of 4Ps?
(a) Lauterborn (b) McCarthy
(c) Kotler (d) Drucker.
- (vi) The basic human requirements are called
(a) Needs (b) Wants
(c) Demands (d) None of (a), (b) & (c).
- (vii) Who proposed the concept of 4Cs?
(a) Lauterborn (b) McCarthy
(c) Kotler (d) Drucker.
- (viii) Those whose values or behaviour an individual rejects are known as
(a) Aspirational Group (b) Dissociative Group
(c) Reference Group (d) Secondary Group.

- (ix) How many stages are there in consumer Buying Decision Process?
 (a) 3 (b) 4 (c) 5 (d) 6
- (x) Which of the following is not a criterion for effective segmentation?
 (a) Measurable (b) Substantial
 (c) Differentiable (d) Achievable

Fill in the blanks with the correct word

- (xi) The starting point for understanding consumer behaviour is the _____ model.
- (xii) It is a challenge for the marketers to get a favorable place in the _____ of the consumers.
- (xiii) _____ is any paid form of non-personal presentation and promotion of goods, services, or ideas by an identified sponsor.
- (xiv) A consumer's buying behavior is influenced by Cultural, Social, and _____ factors.
- (xv) _____ are all the groups that have a direct or indirect influence on their attitudes or behavior.

Group - B

2. Discuss the evolution of Marketing Concepts chronologically. [[CO1](Understand/LOCQ)]
12
3. (a) "Marketers do not create needs: Needs pre-exist marketers." – Critically analyse the statement. [[CO2](Analyse/HOCQ)]
 (b) "Some customers have needs of which they are not fully conscious or that they cannot articulate." – Elucidate the statement with the help of five types of needs. [[CO1](Analyse/HOCQ)]
6 + 6 = 12

Group - C

4. Explain the factors responsible for shaping Consumer Behaviour. [[CO1](Understand/LOCQ)]
12
5. Draw and discuss the components of a Consumer Behaviour Model. [[CO3](Remember/LOCQ)]
12

Group - D

6. (a) Describe the distinctive characteristics of Services. [[CO1](Remember/LOCQ)]
 (b) Design a Service Blueprint of a Bank for a particular branch. [[CO4](Apply/IOCQ)]
6 + 6 = 12

7. Define five Product Levels with the help of Customer-Value Hierarchy. Give suitable examples for each level.

[[CO3)(Apply/IOCQ)]

(7 + 5) = 12

Group - E

8. (a) Differentiate between Advertising and Sales Promotion. [[CO2)(Understand/LOCQ)]
(b) How can you formulate the advertising strategy for your company with the help of 5M Model? [[CO2)(Apply/IOCQ)]

6 + 6 = 12

9. Write short notes on the following topics:
(i) Integrated Marketing Communication.
(ii) Word-of-mouth Marketing.

[[CO2)(Apply/IOCQ)]

6 + 6 = 12

Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	50	37.5	12.5

Course Outcome (CO):

After the completion of the course students will be able to

- CO1. Identify the scope and significance of Marketing in the actual business environment.
- CO2. Practice marketing communication skills relevant to the corporate world.
- CO3. Coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms.
- CO4. Illustrate market research skills for designing innovative marketing strategies for business firms.

*LOCQ: Lower Order Cognitive Question; IOCQ: Intermediate Order Cognitive Question; HOCQ: Higher Order Cognitive Question.

