

**Term End Examination : June – 2018**  
**Management Programme**  
**Marketing and Retail Management**

**MP-04**  
**DIM-04**

**Time: 3 hours**

**Full Marks: 100**

**Read the instructions carefully before attempting questions from each group.**

**GROUP – A**

***Q.No. 1. Answer all questions selecting the right options. Each carries 1 Mark [1 X 10 = 10]***

- i. Which element of the marketing mix includes the distribution of products?
  - a. Product
  - b. Price
  - c. Place
  - d. Promotion
  
- ii. To be ethically effective, marketing plans must be
  - a. honest and truthful
  - b. flexible enough to contain differences of opinion
  - c. varied according to management responsibility level
  - d. substantially different from compliance requirements
  
- iii. A(n) \_\_\_\_\_ is a document that communicates a marketing strategy for an offering.
  - a. research paper
  - b. market plan
  - c. mission statement
  - d. annual report
  
- iv. In a SWOT analysis, SWOT stands for
  - a. strategies, weaknesses, obligations, threats
  - b. strengths, weaknesses, opportunities, threats
  - c. strengths, work requirements, opportunities, time
  - d. strategies, worth, obligations, time
  
- v. Raw data transforms to information when
  - a. it is calculated
  - b. a manager is aware that it exists
  - c. it becomes useful
  - d. a manager looks at it
  
- vi. Which of the following is true about participating in professional networking websites?
  - a. They are frequently used by employers and recruiters.
  - b. They are less helpful for mid- and late career professionals.
  - c. They are more frequently used by experienced workers.
  - d. They are most helpful to people who are currently employed.
  
- vii. \_\_\_\_\_ are especially useful to marketers.
  - a. Age, income, gender
  - b. Location, locomotion, liberation
  - a. Profitability, reliability, predictability
  - b. Proactivity, reactivity, alacrity

- viii. What term is used to describe when a customer purchases a product with no planning or forethought?
- |                             |                                |
|-----------------------------|--------------------------------|
| a. Extended problem solving | c. High-involvement purchasing |
| b. Impulse buying           | d. Evaluation implementation   |
- ix. What type of segmentation is the primary starting point for most marketers?
- |                  |                |
|------------------|----------------|
| a. Psychographic | c. Demographic |
| b. Use-pattern   | d. Cultural    |
- x. In the business-to-business buying process, what is the next step after the need is described and quantified?
- |                                      |                                  |
|--------------------------------------|----------------------------------|
| a. Searching for potential suppliers | c. Establishing an order routine |
| b. Evaluating proposals              | d. Recognizing a need            |

### **GROUP – B**

***Q.No. 2. Answer any 4 questions each within 50 words. Each carries 5 marks [5 X 4 = 20]***

- a) What is marketing mix?
- b) Differentiate between marketing and selling?
- c) Define advertising
- d) What are the objectives of sales promotion?
- e) What is relationship marketing?
- f) What is product positioning?

### **GROUP – C**

***Q.No.3. Answer any 4 questions each within 200 words. Each carries 10 Marks [10 X 4 = 40]***

- a) Discuss the relative importance all environmental factors affecting the marketing system of the firm.
- b) Explain the concept of marketing mix and describe the various factor determine it
- c) Discuss the various methods of pricing
- d) Discuss the major market segmentation variables for water purifier and its benefits.
- e) What is marketing? Discuss clearly the evolution of modern concept of marketing?
- f) 'Advertisement and Sales Promotions are inevitable in marketing evaluate with example?

### **GROUP – D**

***Q.No.4. Answer any 2 questions each within 250 words. Each carries 15 Marks. [15 X 2 = 30]***

- a) Briefly describe the advantages and disadvantages of using open-ended questions to conduct a marketing research.
- b) State and explain the stage of the product life cycle of the following items.
  - i. A new model of smart phone which is still under the development stage and not yet available for sale.
  - ii. A model of smart phone which is under keen market competitions.
- c) Describe the buying process of buying a motor bike.
- d) Discuss the process involved in buying a new car?