



D-010-001401

Seat No. _____

B. B. A. (Sem. IV) (CBCS) Examination

April / May – 2015

401 : Marketing Management : Paper - II

(New Course)

Faculty Code : 010

Subject Code : 001401

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- Instructions :**
- (1) The paper is divided into two parts - MCQs and descriptive questions.
 - (2) There are 20 MCQs, each of one mark, and 5 descriptive questions, each of 10 marks.
 - (3) Figures on the right side indicate marks allocated to each of the questions.
 - (4) Write answers of MCQs in the answer book.

M.C.Q.

PART - I

20

- 1 Find incorrect statement :
 - (A) Market promotion is a way of communication with the market.
 - (B) Market promotion is a powerful weapon to fight with competitors.
 - (C) Market promotion is a multipurpose tool.
 - (D) Market promotion is the 4th P of marketing promotion mix.

- 2 To stimulate demand is
 - (A) a means to measure advertising effectiveness.
 - (B) a medium to convey the message.
 - (C) an objective of advertising
 - (D) a method of advertising budget

- 3 _____ tool of marketing promotion that involves building and maintaining long-term and healthy relations with various stakeholders.
- (A) Publicity
 - (B) Public relations
 - (C) Advertising
 - (D) Personal selling
- 4 Free samples, discount, home delivery, free installation, demonstration, free accessories, etc. are related to
- (A) Sales promotion
 - (B) Personal selling
 - (C) Publicity
 - (D) Advertising
- 5 Find a correct characteristic of publicity.
- (A) It is uncontrollable tool of market promotion.
 - (B) It is a costliest tool of market promotion.
 - (C) It includes a face-to-face presentation of product or idea.
 - (D) It includes short term incentives, offered to dealers, salesmen, and consumers.
- 6 Which one option is indicative of advertising media ?
- (A) Persuading buyers and facing competition
 - (B) Newspapers, journals, TV and Internet.
 - (C) Percentage of sales method and perceived value method
 - (D) None of above

- 7 _____ consists of offering short-term and non-routine incentives to middlemen, salesmen and consumers.
- (A) Advertising
 - (B) Personal selling
 - (C) Sales promotion
 - (D) Public relations
- 8 Which statement is not consistent with personal selling ?
- (A) Personal selling is also called salesmanship.
 - (B) Personal selling involves a two-way communication.
 - (C) Personal selling involves teaching, educating, and assisting people to buy a product.
 - (D) Personal selling a total of mass communication.
- 9 _____ marketing promotion tool has the highest degree of credibility.
- (A) Public relations
 - (B) Advertising
 - (C) Personal selling
 - (D) Publicity
- 10 Which is the latest and multipurpose medium for commercial ad campaign ?
- (A) Hoardings
 - (B) Television
 - (C) Internet-based options
 - (D) Journals and magazines
- 11 _____ is not a component of physical distribution.
- (A) Transportation
 - (B) Sales promotion
 - (C) Order processing
 - (D) Storage and warehousing

- 12** Market logistics is closely associated with
- (A) Distribution decisions
 - (B) Product decisions
 - (C) Pricing decisions
 - (D) Promotion decisions
- 13** Online or cyber marketing is
- (A) a form of direct marketing system
 - (B) a form of indirect marketing system
 - (C) a one-level channel
 - (D) at all not a marketing channel
- 14** Which is not a relevant set of factors affecting channel decisions ?
- (A) Product related factors
 - (B) Trade union related factors
 - (C) Company related factors
 - (D) Middlemen related factors
- 15** Reducing place constraints, credit facility, information link, risk bearing, better selection, after-sales services, etc. are
- (A) factors affecting channel selection
 - (B) types of channels
 - (C) services or benefits of marketing channels
 - (D) Components of physical distribution
- 16** Which one is not an objective of marketing research ?
- (A) To know market changes
 - (B) To face competition
 - (C) To exercise control
 - (D) To predict natural calamities

- 17** Consumers, dealers, suppliers, competitors, marketing consultants and other respondents are
- (A) sources of secondary data
 - (B) sources of both primary and secondary data
 - (C) not relevant to sources of data
 - (D) sources of primary data
- 18** Find the correct statement
- (A) Secondary data are basic input to solve the problem.
 - (B) Primary data are optional
 - (C) Secondary data can be used without further processing
 - (D) Primary data are cheaper and can be easily collected
- 19** Which one is not included in survey method ?
- (A) Personal interview
 - (B) Laboratory and field Experiments
 - (C) Telephone Interview
 - (D) Mail Survey
- 20** Which one of the following is the most popular, traditional and widely used data collection tool for all type of research projects ?
- (A) Questionnaire
 - (B) Internet
 - (C) Close circuit camera
 - (D) Phone and fax machine

Descriptive	PART - II	50
1	Discuss factors affecting promotion mix decisions.	3+7
OR		
1	What is marketing promotion ? Discuss marketing promotion objectives.	3+7
2	Define term sales promotion and enumerate main consumer level sales promotion and dealer level sales promotion.	2+8
OR		
2	Outline key differences between advertising and personal selling.	10
3	What is channel of distribution ? Discuss various services rendered by the channel members.	2+8
OR		
3	"Marketing intermediaries have indispensable role in modern marketing practices." Discuss the statement and enlist services rendered by the middlemen.	10
4	Write a note on data sources.	5+5
OR		
4	Explain steps involved in a systematic marketing research process.	10
5	Write any ten case study guidelines, useful for analyzing a case in written examination and group discussion.	4+6

OR

5 Case study : Introductory Marketing Strategy :

10

Recently, Puja Chemicals Enterprise, Ahmedabad based sole propriety unit, has developed new hair oil. The product is based on Ayurvedic concept. All marketing formalities, including packing and packaging, labelling, and brand name, have been just completed. Mr. Ram Mohanlal, the promoter of firm, is not professionally qualified, and so he wants to take help of management consultant to introduce the product successfully in the local market. He is planning to introduce the same within the city first to know reactions of consumers and dealers. Mr. Ram Mohanlal requests you to help him.

Questions for discussion :

- (1) What types of advertising programme would you suggest to Mr. Ram Mohanlal ?
- (2) Give your comment on pricing strategies for introductory stage.
- (3) Do you recommend personal selling ? Why ?
- (4) Suggest him suitable sales promotion tools.
- (5) Do you think that Mr. Ram Mohanlal should appoint professionally qualified and experienced manager to handle marketing activities ?
