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28/3)

2022

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M.B.A 1<sup>st</sup> Semester End-Term Examination

MARKETING MANAGEMENT - I

(New Regulation & New Syllabus(w.e.f 2017 - 18))

Full Marks - 70

Time - Three hours

The figures in the margin indicate full marks for the questions.

Answer the questions No 1 and any *Four* from the rest.

1. Answer the following:

(10 × 1 = 10)

- (i) The \_\_\_\_\_ concept holds that consumers will prefer products that are widely available and inexpensive.
- (ii) \_\_\_\_\_ Marketing aims to build mutually satisfying long term relationships with key constituents in order to earn and retain their business.
- (iii) Culture, \_\_\_\_\_ and social class are important influences on consumer buying behavior.
- (iv) \_\_\_\_\_ is the act of designing a company's offering and image to occupy a distinctive place in the minds of the target market.
- (v) The new product development starts with \_\_\_\_\_.
- (vi) \_\_\_\_\_ are associations that are not necessarily unique to the brand but may in fact be shared with other brands.
- (vii) In \_\_\_\_\_ segmentation, marketers divide buyers into groups on the basis of their knowledge of, attitude towards, use of, or response to a product.
- (viii) In \_\_\_\_\_ pricing the firm determines the price that yields its target rate of return on investments.
- (ix) \_\_\_\_\_ includes all the activities in selling goods or services to those who buy for resale or business use.
- (x) \_\_\_\_\_ is the tendency to interpret information in a way that fits our preconceptions.

[Turn over

2. (a) Define Marketing Environment? Briefly elaborate the components of Marketing Environment? (1+7=8)
- (b) Discuss the various philosophies of marketing? (7)
3. (a) Explain the personal factors influencing consumer's buying behaviour? (7)
- (b) Define market segmentation? Briefly explain the various bases for segmenting consumer markets? (1+7=8)
4. (a) 'In planning its market offerings the marketers needs to address five product levels, each level adds more customer vlaue' - Briefly elaborate the various levels of a product with an appropriate example? (7)
- (b) Explain the stages that take place in new product development process? (8)
5. (a) Briefly elaborate the different stages of product Life Cycle (PLC) along with the strategies for different stages? (5+5=10)
- (b) Take a brand of your choice and explain how it has applied various marketing strategies at each stage of PLC for effective PLC management?(5)
6. (a) Explain the various pricing methods? (7)
- (b) "After a company has chosen a channel system, it must select, train, motivate and evaluate intermediaries for each channel" - Discuss? (8)
7. Write short note on (*any three*): (3 × 5 = 15)
- (a) Green Marketing
- (b) Positioning
- (c) Teleshopping
- (d) Retailing