2013

Time: 3 hours

Full Marks: 80

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

The figures in the margin indicate full marks.

Answer from both the Groups as directed.

Group – A
(Objective-type Questions)

Answer all questions.

1. Choose the correct answer of the following:

\[ 2 \times 10 = 20 \]

(a) Which of the following is NOT usually defined as an element of the marketing mix?

(i) Products

(ii) People

UK – 33/2 (Turn over)
(iii) Place
(iv) Price
(v) None of the above

(b) The quantity for which orders are placed when stock reaches the re-order level is called as:
(i) EOQ
(ii) EPQ
(iii) DOQ
(iv) MOQ
(v) None of the above

(c) In the AIDAS theory of selling ‘D’ stands for:
(i) Determinants
(ii) Demand
(iii) Desire
(iv) Development
(v) None of the above

UK – 33/2 (2) Contd.
(d) In modern times ________ is defined as the 5th P of Marketing.

(i) Policy
(ii) Period
(iii) Perception
(iv) Packaging
(v) None of the above

(e) Consumer Day is celebrated on:

(i) March 15th
(ii) March 5th
(iii) May 15th
(iv) May 5th
(v) None of the above

(f) Just in time technique was introduced for the first time by:

(i) Indian
(ii) Indonesian

UK – 33/2 (3) (Turn over)
(iii) Japanese  
(iv) Korean  
(iv) None of the above  

(g) If Surf-Excel is three pack sizes and two types of packages, what is the product depth?  
(i) Two  
(ii) Three  
(iii) Six  
(iv) Nine  
(v) None of the above  

(h) In Banking Services Market can be segmented on the basis of:  
(i) Density  
(ii) Customers  
(iii) Both (i) and (ii)  
(iv) None of the above  

UK - 33/2 (4) Contd.
(i) Marketing implies "Meeting needs ________".

(ii) Profitably

(iii) Focus

(iv) Products

(v) Research

(vi) Psychology

(j) Services have special characteristics namely ________ which affect their Marketing Process.

(i) Intangibility

(ii) Inseparability

(iii) Heterogeneity

(iv) Perishability

(v) All of the above

UK - 33/2 (5) (Turn over)
Group – B

(Long-answer Type Questions)

Answer any four questions of the following:

15×4 = 60

2. Define Marketing. Discuss its importance and limitation.

3. What do you mean by Market Segmentation? Explain the different types of segmentation.


5. How sales promotion is different from advertising? Explain with suitable example.


UK – 33/2 (6) Contd.
8. Explain the role of family in buying behaviour of a consumer durable.


10. Explain Sales Forecasting. Discuss different methods of sales forecasting.