2012

Time : 3 hours

Full Marks : 80

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

The questions are of equal value.

Answer any four questions in which Q. No. 1 is compulsory.

1. Select the correct answer from given alternatives of the following Multiple choice questions:
   (a) Buying and Selling activity called:
       (i) Market
       (ii) Marketing
       (iii) Selling
       (iv) Buying
   (b) Marketing concept is based on consumer satisfaction of:
       (i) Traditional Concept
       (ii) Modern Concept

AP – 7/2 (Turn over)
(iii) Both (i) and (ii)
(iv) None of these
(c) Marketing Mix remains:
(i) Static
(ii) Uncertain
(iii) Certain
(iv) Changing
(d) Tendency of Indian buyer is:
(i) To Bargain
(ii) To File Complaint
(iii) To Purchase Cheap
(iv) All of these
(e) Pharmaceutical drugs are the examples of which graph of PLC?
(i) Growth-slump-maturity pattern
(ii) Scalloped Pattern
(iii) Cycle-recycle Pattern
(iv) None of these
(f) Who has given the 4 Ps concept?
(i) McCarthey
(ii) F.W. Taylor

AP$^2$ - 7/2 (2) Contd.
(iii) Max Weber
(iv) W. J. Stanton

(g) Which of the following is the first step in new product development?
(i) Idea Generation
(ii) Idea Screening
(iii) Concept Testing
(iv) None of these

(h) Consumer sales promotion is a:
(i) Pull Strategy
(ii) Push Strategy
(iii) Both (i) and (ii)
(iv) None of these

(i) is a group to which an individual holds a membership but doesn’t want to belong to that group:
(i) Membership Group
(ii) Aspiration Group
(iii) Disclaimer Group
(iv) Avoidance Group
(j) assist in distribution process but neither take title of goods nor negotiate purchases or sales:
   (i) Merchants
   (ii) Agents
   (iii) Facilitators
   (iv) All of the above

2. Elaborate the marketing-mix.

3. What is the different concept of marketing?

4. What are the different kinds of a salesman? What are the qualities of a salesman?

5. Define the term distribution channel. Describe the factors affecting the selection of distribution channel.

6. What are the various factors influencing consumer behaviour?

7. Explain the Pricing Concept. What are the different steps involved in setting the price?

8. What is Sales Promotion? Explain, in brief, main methods of sales promotion.

AP – 7/2(50) (4) MGT/S-3-M/I/12(301-A)