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

1. [A] Select the correct answer of the following:
   (a) Strategic planning is the function of:
       (i) Top Management
       (ii) Middle Management
       (iii) Lower Management
       (iv) None of these
   (b) The factors affecting product mix are:
       (i) Marketing
       (ii) Production
       (iii) Financial
       (iv) All of these

AP – 9/2  (Turn over)
(c) Market segmentation is:
   (i) Necessary
   (ii) Unnecessary
   (iii) Wastage of Money
   (iv) Wastage of Time

(d) For business marketing is:
   (i) Compulsory
   (ii) Necessary
   (iii) Unnecessary
   (iv) Luxury

(e) Marketing strategies during product life-cycle are:
   (i) 3
   (ii) 5
   (iii) 7
   (iv) 9

[B] Write True or False for the following statements:

(a) Personal selling is important for marketing of consumer products.

(b) Sales and marketing are same.

AP – 9/2 (2) Contd.
(c) In every stage of a product a different strategy is needed.
(d) Market segmentation is in the interest of the manufacturer.
(e) There is no social responsibility in modern marketing concept.

2. Explain the defence strategies that a dominant firm can use against its competitors.

3. Examine the product life-cycle. How is it determined and formulated?

4. Discuss the product life-cycle strategic implications.

5. Explain the concept of market segmentation. Taking an example from a consumer product explain the use of this concept.

6. What do you understand by Brand Repositioning? Discuss its importance.

7. What is sales promotion? Explain, in brief, main methods of sales promotion.

8. Explain the concept and types of marketing mix.

AP – 9/2 (50) (3) MGT/S-3-M/II/12(303-A)