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B. Tech

HSSM 4404

218

Seventh Semester Examination – 2007

MARKETING MANAGEMENT

Full Marks – 70

Time – 3 Hours

Answer Question No. 1 which is compulsory
and any five from the rest.

The figures in the right-hand margin
indicate marks.

1. Explain the following briefly : 2×10
- (a) Definition of Marketing
 - (b) Overfull demand
 - (c) Total customer value
 - (d) Societal concept of marketing

P.T.O.

- (e) Dialogue Vs Monologue channels of communication .
 - (f) Value delivery system
 - (g) Task Vs Broad marketing environment
 - (h) Marketing mix
 - (i) Product Vs Production concept of marketing
 - (j) Integrated marketing.
2. "Market can create needs." Do you agree with the statement ? Give reasons and explain the role of marketing in business. 10
3. "A firm is a n open and adaptive system, living in its own environment and strives to accomplish certain objectives through integration and co-ordination." Analyse the statement and identify the marketing elements influenced by the environmental factors. 10

4. What do you mean by sales forecasting ? Discuss different methods usually used in sales forecasting and explain them with suitable examples. 10
5. What is meant by the terms 'marketing research' and 'marketing information system' ? Examine the nature, scope and importance of marketing information system. 10
6. What is a product ? How the addition of money-back guarantee, service after-sale and credit can improve a total product ? Discuss the marketing strategies for a product. 10
7. Define pricing and state how consumers, marketers and society view pricing ? Evaluate the importance of pricing in a marketing programme. 10

8. What are the purposes of advertising as a sales tool and as a communication tool? Does it fulfil its purposes? Substantiate your answer with suitable examples. 10
9. Define a distribution channel and indicate its importance in marketing. Discuss the factors governing the choice of a distribution channel for a industrial chemical company. 10

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