

IX - (5 Yr.) IMBA (DDCE) MM - 42 (Maj - I) CB

2011

Full Marks - 70

Time : As in the programme

The questions are of equal value.

Answer ALL questions.

1. What is consumer behavior ? Explain some determinants of consumer behaviour ?

OR

Explain briefly, how understanding consumer behavior can give a organization strategic advantages ?

2. What is the role of attitude in consumer decision making ? How situation can influence attitude of consumers ?

OR

Briefly explain Cognitive Dissonance Theory ?

3. How can a marketer change the attitude of consumer towards:
- (a) A brand of breakfast cereal
 - (b) A digital camera.

[Cont...

OR

Product is not only a means of need satisfaction but also act as a symbol, representing a consumer's culture. Comment.

4. What are the different types of buying decision making ? What are the different buying roles involved in it ?

OR

Discuss the focus of marketing strategies for different types of buying behaviour ?

5. The adoption of a innovation depends on the characteristics of a consumer. Do you agree ? Justify.

OR

Categories the consumers as per their product acceptance in different stages of PLC and mention their characteristics ?

IX (5 Yr.) - IMBA (DDCE) MM - 43 (Maj - II) - APM

2011

Full Marks - 70

Time : As in the programme

The questions are of equal value.

Answer ALL questions.

1. Discuss the component of a marketing plan.

OR

Write down the important elements of media scheduling.

2. Why advertising budget is important ?

OR

Discuss the objective of the corporate and budget preparation.

3. What is the importance of Client agency relationship

OR

/Cont.

Outline the functions of and agency.

4. Give a detail of DAGMAR Approach.

OR

Critically evaluate the role of cognitive response model.

5. What is the difference between advertisement and sales promotion.

OR

Is it important to evaluate sales promotion ? Discuss.

2012

Full Marks - 70

Time : As in the programme

The questions are of equal value.

Answer ALL questions.

1. Describe the Concept, Importance and Scope of Selling.

OR

Describe the Selling process.

2. Write notes on any TWO:
 - (a) Sales Organisation.
 - (b) Responsibilities of Sales Manager.
 - (c) Territory Management.
3. Describe the meaning and importance of Sales Force management.

[Cont.]

[2]

OR

Discuss the Recruitment and Selection of Sales Force.

4. Write notes on Any TWO:

- (a) Indian Distribution System.
- (b) Designing Strategy of Distribution System.
- (c) Logistics.

5. Write notes on Any TWO:

- (a) Management of Whole Selling.
- (b) Management of Retailing.
- (c) Vertical Marketing System.

X(5Yr.)IMBA-DDCE —
51 – MM – Min – 4 (PBM)

2012

Time : As in Programme

Full Marks : 70

The questions are of equal value.

Answer all questions.

1. What is the significance of product planning in the marketing and what are the steps of introducing a new product in the market ?

OR

What do you mean by Business Analysis and Pre-testing of a product ? State the significance of each in product planning.

2. What is the importance of Product Management and what is the role of Product Portfolio Analysis in this ? Discuss with suitable examples.

OR

How are Consumer Products distinguished from Industrial Products ? What are the import factors of classification of Consumer Products ?

HD – 16/4

(Turn over)

3. State the important features of brand name and state their importance.

OR

What is the importance of following in branding ?

- (a) Brand Personality
 - (b) Cost Analysis
 - (c) Brand Hierarchy
4. What is the importance of "Brand Extension" and what are the different brand extension approaches ?

OR

What are the tasks of creating brand ? Describe the significance of verbal brand.

5. What is the importance of Brand Revitalisation and what are its objectives ? Describe different techniques of brand revitalisation.

OR

Write short notes of the following :

- (a) Service Branding
- (b) Brand Equity



HD – 16/4 (100)

(2) X(5Yr.)IMBA-DDCE —
51 – MM – Min – 4 (PBM)

X(5Yr.)IMBA-DDCE —
48 – MM – Maj – 5 (MR)

2012

Time : As in Programme

Full Marks : 70

The questions are of equal value.

Answer all questions.

1. Why is Marketing Research Conducted and what is the scope and limitations of this ?

OR

What is the need of "Problem Identification" and "Setting Objectives" of research ?

2. What is Research Design and why is it done ?
State the factors taken into consideration in research design.

OR

Compare and contrast between Exploratory and Descriptive Research Designs.

HD – 7/4

(Turn over)

3. What is the concept of "Measurement" in marketing research and why is it done ?
Introduce different tools of measurement.

OR

What do you mean by Obtaining and Organisation of data and what is the relevance of each ? Introduce different techniques of data collection.

4. What is Sampling ? Why and when is it adopted ?
Introduce different techniques of sampling.

OR

What is the need of data presentation and how data are presented ? State the essentials of data presentations.

5. What is Univariate data analysis and what is the nature and relevance of this in data analysis ?

OR

Write short notes of the following :

- (a) Z-Tests
(b) Conjoint Analysis

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HD - 7/4 (100)

(2)

X(5Yr.)IMBA-DDCE—
48 - MM - Maj - 5 (MR)

X(5Yr.)IMBA-DDCE —
49 – MM – Maj – 6 (MS)

2012

Time : As in Programme

Full Marks : 70

The questions are of equal value.

*Answer **all** questions.*

1. What is the importance of service sector in a developing economy like India and what are the developments of this ?

OR

Compare and contrast between Products and Services. Illustrate your answer with suitable examples.

2. What is marketing and how is it applied to financial services marketing ?

OR

What is the importance of Consumer Banking and what is the recent trend of marketing of consumer banking services ?

3. What do you mean by hospitality services and what is the role of marketing in the promotion and growth of hospitality services ?

OR

What do you mean by tourism services and what is the importance of this ? How are tourism services marketed today ?

4. How are the services marketing elements applied in marketing of health services ? Discuss with suitable examples.

OR

What is the importance of family planning services and what are the steps adapted by the Govt. in marketing of such services ?

5. What is your present observation on marketing of primary education in Orissa ?

OR

What do you mean by logistic services and what are the developments of the marketing of logistic services in this country ?



HD - 11/4 (100)

(2)

X(5Yr.)IMBA-DECE —
49 - MM - Maj - 6 (MS)