

Bachelor in Information Technology (BIT)

Term-End Examination

December, 2007

CSM-21 : MARKETING DEVELOPMENT

Time : 3 Hours

Maximum Marks : 75

Note : There are **two** Sections in this paper. Section A is **compulsory** which consists of 15 objective type questions and a descriptive question. Section B consists of four questions from which you have to answer any **three**.

SECTION A

1. (a) There are 15 objective type questions in this section. There are 4 choices given for each question. Select the best choice as your answer. If you feel that none of the given choices are correct then mark '0' as your answer. Attempt all the questions. Each question carries one mark. 15×1=15
- (i) "Marketing actualizes the potential market relationship between makers and users of economic goods and services."
The above definition of marketing was given by _____ .
- (a) Kotler
 - (b) McCarthy
 - (c) Lipson and Darling
 - (d) Cox, Alderson and Shapiro
- (ii) The Marketing Era started in _____ .
- (a) 1930s
 - (b) 1940s
 - (c) 1960s
 - (d) 1980s
- (iii) _____ marketing refers to focusing on building share of customer rather than exclusively on share of market.
- (a) Loyalty
 - (b) Relationship
 - (c) Direct
 - (d) Responsive

- (iv) When a product is sold at two or more prices depending on the intensity of demand, it is known as _____ .
- (a) demand based pricing
 - (b) segmentation based pricing
 - (c) marginal cost pricing
 - (d) price discrimination
- (v) VALS or PRIZM are related to _____ .
- (a) Market segmentation
 - (b) Research on marketing
 - (c) Pricing methods
 - (d) Product distribution
- (vi) In _____ sample, members of the population are selected on the basis of what the researcher considers to be a good sample.
- (a) Convenience
 - (b) Judgement
 - (c) Quota
 - (d) Cluster
- (vii) ORG-MARG is a _____ company.
- (a) multimedia
 - (b) marketing research
 - (c) advertising
 - (d) market promotion
- (viii) VOD stands for _____ .
- (a) Voice over data
 - (b) Video over data
 - (c) Video on demand
 - (d) Voice over description

- (ix) Secure Electronic Transaction (SET) comprises five basic elements :
Digital certificate, _____, Digital signature, Connection to payment system and Operating rules.
- (a) DigiCash
 - (b) NetCash
 - (c) EMV
 - (d) Public Key Encryption
- (x) There are four major decision areas in supply chain management :
(1) location, (2) production, (3) inventory and (4) _____ .
- (a) distribution
 - (b) operation
 - (c) feedback
 - (d) evaluation
- (xi) _____ hierarchy of needs provides an explanation as to how an individual's needs change.
- (a) Settle and Alreck's
 - (b) Kotler
 - (c) Maston's
 - (d) Lipson's
- (xii) Marketing programme tailored for each individual is known as _____ marketing.
- (a) differentiated
 - (b) undifferentiated
 - (c) concentrated
 - (d) customized
- (xiii) Personal selling methods include :
- (1) Field sales, (2) Over the counter sales, and (3) _____ .
 - (a) Direct sales
 - (b) Home sales
 - (c) Telemarketing
 - (d) Responsive sales

(xiv) _____ is the process of blurring sharp edges in picture to get rid of the jagged edges on lines.

(a) Morphing

(b) Anti-aliasing

(c) Transition

(d) Fading

(xv) Adobe Premier is a _____ tool.

(a) image editing

(b) animation

(c) video editing

(d) simulation

(b) Develop a market research plan for a new laptop that your company wants to launch. 15

SECTION B

Answer any three questions from this section.

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| 2. | (a) | “Marketing management is a system-wide process of planning and making adjustments to ensure the establishment and maintenance of mutually beneficial exchange relationship.” Elucidate the statement. | 8 |
| | (b) | Discuss the 4 Ps of marketing. | 7 |
| 3. | (a) | Explain the importance of market research to management. | 8 |
| | (b) | Describe the market research process. | 7 |
| 4. | (a) | Discuss the role of media in marketing. | 8 |
| | (b) | Describe different types of electronic payment systems.. | 7 |
| 5. | (a) | Discuss how globalisation and liberalisation has affected the marketing concept in the present day society. | 8 |
| | (b) | Discuss the seven principles of supply chain management suggested by Anderson, Britt and Favre. | 7 |