

2018
COMMERCE
MCO : 103
MARKETING POLICY ANALYSIS

Full Marks : 80

Time : 3 hours

The figures in the margin indicates full marks for the questions

1. Choose the appropriate answers from the given options 11x12=12

1. The ultimate objective of Channel of distribution is to see that goods reach in the hands of :
a) producer
b) consumer
c) wholeseller
d) none of the these
2. The word channel has its origin to the:
a) Latin word
b) French word
c) Russian word
d) American words
3. Perishable goods require-
a) direct selling
b) indirect selling
c) both a and b
d) none of these
4. Channel of distribution
a) increases cost of goods
b) reduces cost of goods
c) stabilises cost of goods
d) has no effect on cost of goods
5. For introducing a new product in the market, the most suited method is:
a) market test method
b) experts opinion method
c) jury opinion method
d) all of the above
6. Which of the following is not the objectives of packaging:
a) Differentiation
b) Dependability
c) Diversity
d) None of these

7. A consumer contest is an example of:

- a) Advertising
- b) personal selling
- c) indirect selling
- d) Sales promotion

8. Coupons, samples, premium are the popular methods of:

- a) sales force promotion method
- b) consumer sales promotion method
- c) trade sales promotion method
- d) none of these

9. Which of the following is a technique of Trade sales promotion :

- a) reduction sale
- b) Money refund offer
- c) Price-off promotion
- d) Special sales contests

10. "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor." Who defined this:

- a) Philip Kotler
- b) William J. Stanton
- c) Weiler
- d) American Marketing Association

11. The word advertising is derived from a Latin word Advertere which means:

- a) to announce publicly
- b) to turn attention towards a specific thing
- c) to influence certain things
- d) to divert attention

12. Sustainable marketing concept is developed to:

- a) meet the present needs of consumers
- b) meet the present needs and preserve for the future needs of both consumers and producer
- c) to satisfy consumers' needs
- d) none of these

2. Answer the following questions

5x4=20

- i. Describe the forces affecting the marketing environment.
- ii. Explain how a firm can obtain a new product?
- iii. "It is necessary to decide on reach, frequency and impact in selecting advertising media." Give reasons to support your answer.
- iv. Write an explanatory note on Money refund offer.

3. Answer any four from the following

12x4=48

- i. "The main objectives of packaging are protection, brand differentiation and identification, sales promotion and handling convenience." Explain.
- ii. Discuss the relationship of marketing with other functional areas and general management in marketing.
- iii. Discuss the various methods of sales promotion.
- iv. Explain the concept of sales forecasting. State its short-run and long-run objectives.
- v. Discuss the various factors you would like to consider for selecting the channels of distribution for a consumer product which is sold all over India.
