BACHELOR IN INFORMATION TECHNOLOGY (BIT)

Term-End Examination 00490

December, 2011

CSM-21 : MARKETING DEVELOPMENT

Time : 3 hours   *Maximum Marks : 75*

Note : *There are 2 sections in this paper. **Section-A** is compulsory which consists of **10** objective type questions and descriptive type questions. **Section-B** consists of **four** questions from which you have to answer **any three**.*

SECTION - A

1. There are 10 objective type questions in this   **10**
    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 ℑ' as your answer. Attempt all the
    questions. Each question carries *one mark.*

    (a)   _____ is generally refers to any openly
          sponsored offering of goods, services or ideas
          through any media of public
          communication.
          (i)   Marketing
          (ii) Advertising
          (iii) Exchange
          (iv) Distribution

(b) The process of grouping people or organisations within a market according to similar needs, characteristics or behaviour is called :

(i) Advertising

(ii) Market segmentation

(iii) Sampling

(iv) Supply chain

(c) Effective marketing promotion systems are required to :

(i) Create awareness, generating interest

(ii) Heightening desire and ultimately creating action in the form of sale.

(iii) Both (i) and (ii)

(iv) None

(d) Method(s) of personal selling is/are :

(i) Field sales

(ii) Counter sales

(iii) Telemarketing

(iv) All of the above

(e) The process of evaluating stakeholder's attitude, identifying marketer's product and activities with stakeholder's interest and building the long term relationship is called :

(i) Public Relations

(ii) Promotion

(iii) Distribution

(iv) Marketing

(f) In animation, the process of blurring sharp edges in the picture to get rid of the jagged edges of lines is :

(i) Key framing

(ii) Morphing

(iii) Mesh

(iv) Anti - aliasing.

(g) The grid of pixels is called as :

(i) Onion skinning

(ii) Bitmap

(iii) Rendering

(iv) Warping

(h) Wave front, Alias and soft image are the softwares which run on :

(i) SGI Platform   (ii) PC's

(iii) Macintosh   (iv) Amiga

(i) Video toaster and lightwave ID run on

(i) Amiga   (ii) Macintosh

(iii) Symbian   (iv) Android

(j) Elastic Reality is one of the popular

(i) Animation package

(ii) Line morphing program

(iii) 3D graphics package

(iv) Presentation package

+

2. Your company is planning to launch a high - end   **10**
   server with advanced features for which you were
   given the responsibility of developing a marketing
   strategy. Develop a step by step action plan and
   discuss the relevance of each step.

3. For the following software packages, explain the   **10**
   purpose of use (or) its application :

   (a) 3D Studio

   (b) Adobe Photoshop

   (c) Animator studio

   (d) Soft Image

   (e) Strata Studio Pro.

SECTION - B

Answer *any three* from the following (numbered 4 to 7) :

4. (a) Differentiate between direct marketing and direct response marketing. **7**

   (b) Discuss about multimedia authoring and associated software packages. **8**

5. (a) Discuss various direct marketing methods. **7**

   (b) List various steps involved in the advertising process. **8**

6. (a) Briefly explain the following w.r.t. market segmentation. **8**

   (i) Market segmentation concept

   (ii) Targeting and positioning

   (b) Explain the concept of sales promotion with the help of an illustrative example. **7**

7. (a) Explain the 4 P's of marketing. **8**

   (b) Discuss the significance and importance of market research to management. **7**