BACHELOR IN INFORMATION TECHNOLOGY (BIT)

Term-End Examination

December, 2010

CSM-021 : MARKETING DEVELOPMENT

Time : 3 hours   *Maximum Marks : 75*

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

SECTION - A

1.   (a)   Select the correct choice as your answer from the 4 choices given for each objective type question.   **15x1=15**

      (i)   Digitization is the process of converting _____ .

          (A)   a continuous signal into similar units

          (B)   a continuous signal into distinct units

          (C)   a non - continuous signal into similar units

          (D)   a non - continuous signal into distinct units

(ii) The KAM in customer management is stands for _____ .

(A) Key Account Marketing

(B) Key Account Management

(C) Key Account Maintenance

(D) None of the above

(iii) The most basic component of any computer graphic is _____ .

(A) Primitive

(B) Key frame

(C) Pixel

(D) Mesh

(iv) To be more realistic, research objectives must fulfill the criteria like specificity, Reasonableness and _____ .

(A) Opportunity

(B) Productiveness

(C) Usefulness

(D) Measurability

(v) "Marketing is a human activity directed at satisfying needs and wants through exchange process" was said by _____.

(A) American marketing Association's Board of Directors

(B) Kotler

(C) McCarthy

(D) U.S Department of Agriculture

(vi) The major role of marketing from societal point of view is _____ .

(A) not to improve income distribution among different sectors of economy.

(B) create wealth and promote family growth

(C) not to assist in the allocation of resources

(D) maintain stability of supply and demand for marketing goods.

(vii) The major cause of business failure is _____ .

(A) market share

(B) poor marketing

(C) bad reputation

(D) none of the above

(viii) _____ is the most known 3D graphics application on mac.

(A) Strata studio pro

(B) 3D studio max

(C) Animator studio

(D) None of the above

(ix) In imitative pricing, the price is decided on _____ .

(A) demand

(B) cost of production

(C) ongoing price

(D) none of the above

(x) The 4Cs of marketing are product customer needs and wants, price cost to user, promotion communication and _____ .

(A) process convenience

(B) place convenience

(C) performance convenience

(D) none of the above

(xi) Advantage of direct marketing is _____ .

(A) more control over the market

(B) transfer of ownership

(C) increased cost

(D) none of the above

(xii) Psychographic segmentation is dividing the buyers on the basis of _____ .

(A) product knowledge, usage and brand

(B) age, sex and occupation

(C) socio economic status, life style and hobbies

(D) states, regions and countries

(xiii) Marketing research has three functional roles namely Descriptive, Diagnostic and _____ .

(A) Subjective

(B) Objective

(C) Predictive

(D) Productive

(xiv) _____ survey is a costly method of collection of data.

(A) Postal /Fax

(B) Face to face

(C) Telephone

(D) Online through Internet/e-mail

(xv) The major criticisms of advertising creates false values and _____ .

(A) pushes people to buy wanted things

(B) pushes people to buy unwanted things

(C) pushes people to sell unwanted things

(D) none of the above.

(b) (i) What are the techniques that can be adopted for pricing any product ?   7

(ii) Explain in detail about the major tools that make up a promotional mix ?   8

SECTION - B

2. (a) Describe the counter - effects and Responses of globalisation. **7**

    (b) Consumer behaviours are guided by External and Internal influences. Justify ? **8**

3. (a) What are consumer needs ? Explain the types of needs in detail. **7**

    (b) What is media planning ? Explain about the key points which help in taking decision on medium ? **8**

4. (a) Explain about sales promotion in detail. **7**

    (b) Write short notes on the following : **8**
        (i)   Promotional Budget
        (ii)   Media Strategy
        (iii) Media Evaluation

5. (a) How does authoring system help in the development of interactive multimedia software ? Discuss various types of authoring tools in detail. **7**

    (b) Explain major decision areas of supply chain management in detail. **8**