

00957

**BACHELOR IN INFORMATION
TECHNOLOGY (BIT)**

Term-End Examination

June, 2010

CSM-21 : MARKETING DEVELOPMENT

Time : 3 hours

Maximum Marks : 75

Note : There are two sections in this paper. Section A is compulsory. Answer any three questions from Section B.

SECTION - A

1. (a) Select the correct choice as your answer from the 4 choices given for each objective type question. **15x1=15**
- (i) The KAM in customer management stands for _____.
- (A) Key Account Marketing
(B) Key Account Management
(C) Key Account Maintenance
(D) None of the above
- (ii) _____ is done to review organisation's present state and evaluation of external and internal factors.
- (A) Situation analysis
(B) Production analysis
(C) SWOT analysis
(D) None of the above

- (iii) "A product is anything that can be offered to a market to satisfy a need" was said by _____.
- (A) Beckman
 - (B) McCarthy
 - (C) Kotler
 - (D) Davidson
- (iv) The 4 cs 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
- (v) Marketing research is a systematic collection and analysis of data about the market, _____ and environment for understanding of the market situation.
- (A) Competition
 - (B) Advertisement
 - (C) Profit
 - (D) None of the above

- (vi) External agencies for marketing research can be categorised into customs marketing research firms, _____ and speciality line marketing research firms.
- (A) Corporate research firms
 - (B) Ordinary line marketing firms
 - (C) Syndicate research firms
 - (D) None of the above
- (vii) The major criticisms of advertising are that it creates false values and _____.
- (A) Pushes people to buy wanted things
 - (B) Pushes people to buy unwanted things
 - (C) Pushes people to sell unnecessary things
 - (D) None of the above
- (viii) Any member of the target audience can be in any of the six buyer's readiness states namely, awareness, knowledge, living, preference, conviction and _____.
- (A) Emotion
 - (B) Action
 - (C) Information
 - (D) Decision

- (ix) The first phase in the media planning process is assessing the _____.
- (A) Market and the audience
 - (B) Profit and loss
 - (C) Manufacturer and Dealer
 - (D) None of the above
- (x) The method of following-up after execution of an advertisement is known as _____.
- (A) Monitoring
 - (B) Viewing
 - (C) Posting
 - (D) Measuring
- (xi) There are lot of companies in India which can produce quality goods and services, and their performance is directly related to _____.
- (A) Consumption
 - (B) Competition
 - (C) Conception
 - (D) None of the above
- (xii) One of the most important indicators of the state of free markets is _____.
- (A) Real estate
 - (B) IT business
 - (C) Entertainment
 - (D) None of the above

- (xiii) _____ are made typically over a longer time horizon and are closely linked to the corporate strategy.
- (A) Stocking points
 - (B) Strategic decisions
 - (C) Sourcing points
 - (D) Operational decisions
- (xiv) _____ is a term that refers to a graphic process in which an image is composed of a couple of a different layers.
- (A) Morphing
 - (B) Ray tracing
 - (C) Onion skinning
 - (D) Radiosity
- (xv) _____ is billed as an Intelligent character authoring tool and is a fantastic 3D hierarchical object authoring system optimized for character generation.
- (A) Director (B) iShell
 - (C) Motivate (D) Neobook
- (b) What are the advantages of advertising on web ? Explain each of them in detail ? 15

.....

SECTION - B

Answer *any three* questions from this section :

- | | | |
|----|---|---|
| 2. | (a) What is market segmentation ? Explain its characteristics and use in detail. | 8 |
| | (b) Explain the significant role of marketing. Name few changes in it which have considerably changed over the years. | 7 |
| 3. | (a) Consumer behaviors are guided by External and Internal influences. Justify. | 8 |
| | (b) Explain the various stages of message development. | 7 |
| 4. | (a) Explain the process of Public Relations and Publicity and the methods to be adopted for the purpose of promoting a company. | 8 |
| | (b) Describe the counter-effects and Responses to Globalisation. | 7 |
| 5. | (a) Explain the Network Design methods which provide normative models for the more strategic decisions in detail. | 8 |
| | (b) Describe the basic sound operations that are required for multimedia production. | 7 |
-