

**Bachelor in Information Technology (BIT)****Term-End Examination****June, 2007****CSM-21 : MARKETING DEVELOPMENT***Time : 3 Hours**Maximum Marks : 75*

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**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**.

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**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) Every organisation has two basic operating functions i.e. production and \_\_\_\_\_ of goods, services, organisation, person or idea.
- (a) management
  - (b) distribution
  - (c) marketing
  - (d) exchange
- (ii) The following definition of marketing was given by \_\_\_\_\_ .  
"Human activity directed at satisfying needs and wants through exchange processes."
- (a) Lipson
  - (b) Kotler
  - (c) Beckman
  - (d) McCarthy
- (iii) The Sales Era started in \_\_\_\_\_ .
- (a) 1930s
  - (b) 1940s
  - (c) 1950s
  - (d) 1960s

- (iv) \_\_\_\_\_ refers to focusing on building share of customer rather than exclusively on share of market.
- (a) Loyalty marketing
  - (b) Relationship marketing
  - (c) Supply chain management
  - (d) Key customer management
- (v) Sellers offering over and above what customers expect or are accustomed to, is known as \_\_\_\_\_ .
- (a) Promotional offering
  - (b) Augmented produce
  - (c) Sales promotion
  - (d) Loyalty marketing
- (vi) \_\_\_\_\_ is a pricing goal used to meet the competition.
- (a) Profit oriented pricing
  - (b) Sales oriented pricing
  - (c) Status quo pricing
  - (d) Cost oriented pricing
- (vii) Three basic tasks of promotion are : Informing, \_\_\_\_\_ and Reminding.
- (a) Attracting
  - (b) Persuasion
  - (c) Communication
  - (d) Selling
- (viii) Market Segmentation must demonstrate Measurability, Accessibility, Substantiality and \_\_\_\_\_ .
- (a) Actionability
  - (b) Renderability
  - (c) Adaptability
  - (d) Justifiability
- (ix) Marketing research has three functional roles : \_\_\_\_\_, Diagnostic and Predictive.
- (a) Informative
  - (b) Descriptive
  - (c) Directive
  - (d) Explorative
- (x) Contextual Ads are also called \_\_\_\_\_ Ads.
- (a) Multimedia
  - (b) Webmercials
  - (c) Environmental
  - (d) Interactive

- (xi) Concentrating the media activity into selected periods is known as \_\_\_\_\_ .
- (a) Pulsing
  - (b) Flighting
  - (c) Targeting
  - (d) Sampling
- (xii) \_\_\_\_\_ is the process of blurring sharp edges in pictures to get rid of the jagged edges on lines.
- (a) Transition
  - (b) Anti-aliasing
  - (c) Tweening
  - (d) Framing
- (xiii) \_\_\_\_\_ is the process in which an image or an animation is composed of a couple of different layers.
- (a) Transition
  - (b) Fading
  - (c) Onion skinning
  - (d) Morphing
- (xiv) 3D-Studio is created by \_\_\_\_\_ .
- (a) Adobe
  - (b) Macromedia
  - (c) Microsoft
  - (d) Auto Disk
- (xv) SoftImage is a/an \_\_\_\_\_ package.
- (a) graphic
  - (b) multimedia authoring
  - (c) OCR
  - (d) animation

- (B) Your company is planning to launch a high power book scanner for which you have been given the responsibility of developing a marketing strategy. Develop a step by step action plan and discuss the relevance of each step.

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## SECTION B

Answer any **three** questions from this section.

- |    |     |                                                                        |   |
|----|-----|------------------------------------------------------------------------|---|
| 2. | (a) | Define marketing. Discuss the evolution of marketing concept.          | 8 |
|    | (b) | Discuss the challenges of marketing in the present day context.        | 7 |
| 3. | (a) | What do you understand by market segmentation ? Discuss its relevance. | 8 |
|    | (b) | Explain how market segmentation is carried out.                        | 7 |
| 4. | (a) | Differentiate between direct marketing and direct response marketing.  | 7 |
|    | (b) | Discuss various direct marketing methods.                              | 8 |
| 5. | (a) | What do you understand by multimedia authoring ?                       | 7 |
|    | (b) | Describe some of the commonly used multimedia authoring tools.         | 8 |