

2012

(Nov.-Dec.)

COMMERCE

Paper : 202

(Marketing Management)

Full Marks – 80

Time – Three hours

The figures in the margin indicate full marks for the questions.

1. (a) Analyse the significance of Marketing Management. Discuss the various components of Marketing Mix. 6+10=16

Or

- (b) Discuss the features of “Marketing System”.

16

2. (a) Discuss the role of Government, marketer and consumer in the context of “Consumerism”. 16

Or

(b) Critically evaluate the different marketing research approaches. 16

3. (a) Highlight the significance of product life cycle with examples. 16

Or

(b) Explain the different Pricing Policy. Analyse the price setting mechanism. 16

4. (a) Highlight the various issues involved in marketing channels. 16

Or

(b) Analyse the future of Advertising in Indian Marketing Context. 16

5. (a) Define Market Environment. Discuss the various components of Market Environment. 16

Or

(b) Write notes on : 5+5+6=16

(i) Service Marketing versus Social Marketing

(ii) Rural Marketing

(iii) International Marketing.