

2013

(December)

COMMERCE

Paper : 202

(Marketing Management)

Full Marks : 80

Time : Three hours

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

1. (a) Discuss about the Tasks and Philosophies of Marketing Management. 16

Or

- (b) Discuss about the functions of Marketing. 16

2. (a) Discuss the steps involved in Consumer Decision Making Process. 16

Or

(b) What is Marketing Information System?
Discuss the features of Marketing
Information System. 4+12

3. (a) Discuss the steps involved in new product
Development. 16

Or

(b) List the determinants of Pricing Decisions;
and explain *any one* of them with suitable
example. 8+8

4. (a) Highlight the various issues involved in
Physical Distribution Decision. 16

Or

(b) Discuss the importance of communication
process in Promotion Decision. 16

5. (a) Discuss the necessity and bases of Market
Segmentation and selection of appropriate
Market Segmentation. 16

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

(i) Mass Marketing

(ii) Relationship Marketing

(iii) e-Marketing.