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2 PGDE COM 2

2015

(December)

(held in Janu 2016)

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) What is marketing system? What are its components or sub-systems?

7+9=16

2. (a) Discuss the steps involved in Consumer Decision making process. 16

Or

- (b) What is Marketing Information system? Discuss the need for an orderly ongoing marketing Information system. 8+8=16

3. (a) Define Product Planning and Development. Describe the stages in Product Planning process. 8+8=16

Or

- (b) Describe the various internal and external forces that influence the pricing strategy of a firm. 16

4. (a) Comment on the role of distribution channels in marketing and distribution. 16

Or

- (b) Explain the process of Communication in marketing. Give illustrations. 16

5. Write a brief note on **any four** of the following : 4×4=16

- (a) Factors affecting marketing environment
 - (b) Product Differentiation
 - (c) Benefit Segmentation
 - (d) International marketing
 - (e) Rural marketing
 - (f) Relationship marketing
 - (g) Service Versus Societal marketing
 - (h) e-marketing.
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