

Total No. of printed pages = 3

2 PGDE COM 2

2016

(December)

(Held in January 2017)

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) “Marketing Planning and Control can be considered as the nerve-centre of marketing management.” – Elucidate. 16

2. (a) Explain the motives of consumer. Why consumer reacts differently with different products ? – Explain with examples.

8+8=16

Or

- (b) What is Marketing Information System ? Discuss the need for an orderly ongoing Marketing Information System.

8+8=16

3. (a) What is Product Line ? How does it differ from “Product Mix”? Discuss with suitable examples, the job of Product (Line) Manager.

4+6+6=16

Or

- (b) Explain the importance of Pricing in Marketing. Analyse the price setting mechanism.

16

4. (a) What are the functions of Marketing Channel ? Do you think that these functions are absolute for marketing success ?

16

Or

- (b) Critically evaluate the marketing and social aspects of promotion. Should it be controlled by law ?

10+6=16

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

- (a) Basis of Market Segmentation.
- (b) Market Environment
- (c) Mass Marketing
- (d) International Marketing
- (e) Social Marketing
- (f) Relationship Marketing
- (g) e-marketing.

www.prepNext.com