

2017

(December)
(Held in January 2018)

COMMERCE

Paper : 202

(Marketing Management)

Full Marks : 80

Time : Three hours

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

1. (a) Mention the uncontrollable variables influencing the marketing strategies and policies of a firm in a competitive market. Describe *any two* such variables.

16

Or

- (b) What do you understand by the “New Concept of Marketing” ? Discuss the various components of Marketing Mix.

6+10

2. (a) Discuss the causes of growing consumerism. What are the remedies to provide consumer satisfaction ? 10+6

Or

- (b) What do you mean by term "buyer behaviour" ? Illustrate and explain the consumer decision making at different levels. 6+10

3. Write short notes on : **(any two)** 8×2=16

(a) Price Setting Mechanism.

(b) Product mix.

(c) Value Added package.

(d) Product Life Cycle.

4. (a) Critically evaluate the marketing and social aspects of promotion. Should it be controlled by law ? Justify. 16

Or

- (b) Define channel of distribution. Indicate the relative importance of different channels. 8+8

5. Answer briefly on **any two** of the following : 8+8

- (a) Compare and contrast primary and secondary data of information.

- (b) Social Marketing *vs* Service Marketing.
- (c) Discuss the role of relationship marketing.
- (d) Explain the features of rural marketing in India.
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