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**3 SEM MCOM (DODL) 3**

**2022**

(Held in 2023)

**COMMERCE**

Paper : COM-303

**(Marketing Management)**

Full Marks : 80

Time : Three hours

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

1. Define the following : 2×5=10
  - (a) Market
  - (b) Consumer
  - (c) Product
  - (d) Channel Design
  - (e) e-marketing
  
2. Answer **any two** from the following : 14×2=28
  - (a) Elaborate on the marketing concepts and functions with examples.

Contd.

(b) Explain the consumer decision-making process.

(c) Elaborate on the various components of a marketing information systems.

3. Answer **any two** from the following :

14×2=28

(a) Explain in detail various determinants of price setting.

(b) Elaborate on distribution channels and physical distribution decisions.

(c) Explain the various issues to be considered in new product development.

4. Give brief answers to **any two** from the following :

7×2=14

(a) Characteristics of service marketing.

(b) Significance of relationship marketing with examples.

(c) Barriers to international market.