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63/1 (Sem-4) CC9/COMHC4096

2024

COMMERCE

Paper : COMHC4096

(Marketing Management)

Full Marks : 80

Pass Marks : 32

Time : Three hours

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

1. Choose the correct answer (any six): $1 \times 6 = 6$
- (a) Marketing is a process which aims at
 - (i) production
 - (ii) profit making
 - (iii) the satisfaction of customer needs
 - (iv) selling product

(b) Which is not included in demographic segmentation of market?

- (i) Gender
- (ii) Age
- (iii) Education
- (iv) Personality

(c) Which is not an advertising goal?

- (i) Attention
- (ii) Desire
- (iii) Adoption
- (iv) Action

(d) SST stands for

- (i) Stable Service Technology
- (ii) Social Service Technology
- (iii) Smart Service Technology
- (iv) Self Service Technology

(e) Consumer behaviour is affected by

- (i) family
- (ii) age

(iii) income

(iv) All of the above

(f) Sale promotion activities are conducted by

- (i) producers
- (ii) wholesalers
- (iii) retailers
- (iv) state

(g) Which Social Marketing concept involves making the desired behaviour easy and accessible for the audience?

- (i) Promotion
- (ii) Accessibility
- (iii) Exchange
- (iv) Ease of Adoption

(h) Which skill is essential for active listening during customer interactions?

- (i) Focusing on the customers' needs and emotions
- (ii) Responding promptly without understanding the issue

(iii) Asking multiple questions simultaneously

(iv) Interacting customers to offer quick solution

(i) Today's consumers do not need to rely on marketer's supplied information about products and services because they can use _____ to seek out a wealth of information.

(i) public relations

(ii) direct Marketing

(iii) the internet and other technologies

(iv) mass market media

(j) When a consumer expresses thoughts, feelings, images, experiences and beliefs associated with the brand, the consumer is expressing

(i) Brand identity.

(ii) Brand knowledge

(iii) Ethnocentric bias

(iv) Self serving bias

2. Answer the following questions (**any five**) :
2×5=10

(a) Why do product fail ?

(b) What can be the advantage of label ?

(c) Write *two* factors affecting choice of distribution channel.

(d) Write *two* factors that influence product mix.

(e) What are the benefits of segmenting a market ?

(f) What are the qualities of successful position in market ?

(g) What is social marketing ?

3. Answer the following questions (**any six**) :
5×6=30

(a) Explain the process in new product development.

(b) Describe the bases of market segmentation.

(c) What are the unique problems of Indian consumers ?

- (d) What are the importances of Environment Analysis in Marketing?
- (e) Write the role of Marketing in Economic Development.
- (f) Write five benefits of direct marketing.
- (g) Explain the factors influencing consumer buying behaviour.
- (h) Write the benefits of personal selling.
- (i) Differentiate between grading and standardisation.
- (j) Write five functions of Middlemen in Marketing.

4. Answer the following questions (**any two**) :
10×2=20

- (a) Explain different types of distribution channel.
- (b) Write short notes on :
 - (i) Life cycle of a product
 - (ii) Product support service
- (c) Define the following terms :
 - (i) Rural Marketing
 - (ii) e-tailing

- (iii) Branding
 - (iv) Green Marketing
 - (v) Consumerism
- (d) What do you mean by pricing policies? Explain the factor affecting price of a product.
5. Answer the following questions (**any one**) :
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- (a) What do you mean by Retailing? Explain different types of retailers with their advantages and disadvantages.
2+6+6=14
- (b) What do you mean by Promotion Mix? Explain the factors affecting promotion mix decisions is Indian Economy.
4+10=14
- (c) What is Marketing Environment? Explain the components influencing Marketing Environment in India.
4+10=14