

2023

COMMERCE

Paper : COMHC4096/COMRC4046

(Marketing Management)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Choose the correct answer (any six) : 1×6=6

- (a) Production concept of marketing
- (i) believes that a new and improved product will be successful
 - (ii) believes that customers' if left alone, will buy enough
 - (iii) customizes the features according to user
 - (iv) believes that consumer will prefer products that are widely available and inexpensive

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(Turn Over)

- (b) The goal of marketing is to
 - (i) maximise production
 - (ii) maximise sales
 - (iii) maximise profit
 - (iv) satisfaction of customers' need
- (c) The buying process begins when buyer
 - (i) sees a product in a shop
 - (ii) sees an advertisement
 - (iii) recognises a need or problem
 - (iv) gets money
- (d) Which of the following is considered as a variable of psychographic market segmentation?
 - (i) Values
 - (ii) Income
 - (iii) Family size
 - (iv) Occupation

- (e) What makes service different than product?
 - (i) Availability
 - (ii) Liquidity
 - (iii) Intangibility
 - (iv) Cost
- (f) The levels of product according to Philip Kotler are
 - (i) core, generic, expected, augmented and potential
 - (ii) package, content, test and nutrition
 - (iii) durability, variability, attraction and price
 - (iv) introduction, growth, maturity and decline
- (g) The method of product pricing in which company sets a high starting price and lowers it gradually with time is known as
 - (i) skimming pricing
 - (ii) premium pricing
 - (iii) psychological pricing
 - (iv) penetration pricing

(4)

(h) Most producers bring their products to market or end-users with the help of

- (i) Brokers
- (ii) Distributors
- (iii) Managers
- (iv) Intermediaries

(i) A telecom service provider offering 15 GB more data for recharge, on 15 August is an example of :

- (i) sales promotion
- (ii) direct marketing
- (iii) advertising
- (iv) patriotism

(i) What is an infomercial?

- (i) A classified advertising
- (ii) An advertising banner
- (iii) An animated advertising
- (iv) A billboard

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(Continued)

(5)

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

(a) Write two activities of a marketing manager.

(b) What is buying motive?

(c) What is psychographic market segmentation?

(d) Write two benefits of good packaging.

(e) What is skimming price strategy?

(f) What do you understand by the word retail?

(g) Explain the green marketing concept.

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

(a) Explain the marketing concept.

(b) How marketing is different from selling?

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- (c) What are the factors that influence consumer behaviour?
- (d) What is market segmentation? What are the different methods of market segmentation?
- (e) Explain the process of new product development.
- (f) Explain personal selling.
- (g) Write down the objectives of pricing.
- (h) Explain the functions of distribution channel.
- (i) Discuss the objectives of sales promotion.
- (j) Why rural marketing is considered important for Indian economy?

4. Answer the following questions (any two) :

10×2=20

- (a) Write down the components of marketing environment.
- (b) Explain the steps involved in consumer decision-making process.

- (c) What do you understand by product positioning? What are the benefits of positioning in marketing? 2+8=10
 - (d) Discuss the components of promotion mix.
5. Answer the following questions (any one) : 14
- (a) What is product life cycle? Explain different stages of product life cycle. 4+10=14
 - (b) What is pricing? What are the objectives of pricing? Explain briefly the various pricing policies adopted by companies. 2+4+8=14
 - (c) What is sales promotion? Discuss the importance of sales promotion. Distinguish between sales promotion and advertisement. 2+6+6=14
