

**63/1 (SEM-4) COM HC 4096/  
COM RC 4046 (CC 9/DSC 1D)**

**2 0 2 2**

**COMMERCE**

Paper : CC-9/DSC 1D

**( Marketing Management )**

*Full Marks : 80*

*Time : 3 hours*

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

1. Choose the correct answer from the following : 1×6=6
- (a) A person regularly purchases milk of a particular brand. He displays which of the following buying behaviors?
- (i) Credence buying behavior
  - (ii) Selective buying behavior
  - (iii) Routinized buying behavior
  - (iv) Extensive buying behavior
- (b) Which kind of market segmentation is most suitable for a company selling sports goods?
- (i) Demographic segmentation
  - (ii) Psychographic segmentation
  - (iii) Firmographic segmentation
  - (iv) None of the above

( 2 )

- (c) Forward pricing refers to pricing products on the expected product costs during which stage of the product life cycle?
- (i) Startup
  - (ii) Growth
  - (iii) Maturity
  - (iv) Decline
- (d) In penetration pricing, a business firm seeks to access deeper market penetration by keeping prices
- (i) higher
  - (ii) competitive
  - (iii) low
  - (iv) flexible
- (e) A strength of radio advertising is
- (i) the ability to reach segmented audiences
  - (ii) the ability to reach prospective customers on a personal and intimate level
  - (iii) low cost per thousand
  - (iv) short lead times
  - (v) All of the above

22KB/452

( Continued )

( 3 )

- (f) Social networks are organized primarily around
- (i) brands
  - (ii) people
  - (iii) discussions
  - (iv) interests
2. Answer the following questions : 2×5=10
- (a) What do you mean by branding?
  - (b) What is demographic market segmentation?
  - (c) What is penetrating pricing policy?
  - (d) What is advertisement?
  - (e) What is green marketing?
3. Answer the following questions (any six) : 5×6=30
- (a) Discuss how concept of marketing differs from selling.
  - (b) Explain the stages a consumer undergoes before making a purchasing decision.
  - (c) Explain psychographic market segmentation.

22KB/452

( Turn Over )

( 4 )

- (d) Explain different stages of product life cycle.
- (e) What are the differences between skimming and penetrating pricing strategy?
- (f) What are the factors affecting the choice of a distribution channel?
- (g) Write the differences between advertising and sales promotion.
- (h) Explain the concept of green marketing.
- (i) Explain personal selling.

4. Answer the following questions (any two) :

10×2=20

- (a) What is a new product? Elaborate different stages of new product development. 2+8
- (b) What is marketing mix? Elaborate how marketing mix for service is different from marketing mix of product. 4+6
- (c) What is rural marketing? Explain the scope of rural marketing in India. 4+6

22KB/452

( Continued )

( 5 )

5. Answer the following question (any one) : 14

- (a) What are the benefits of market segmentation? Explain different types of market segmentation. 4+10
- (b) What is retail? What are the benefits offered by retailers? Explain different types of retail business. 2+6+6

\*\*\*

22KB—500/452

63/1 (SEM-4) COM HC 4096/  
COM RC 4046 (CC 9/DSC 1D)