

Total number of printed pages-7

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**): 1×6=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**) :
14

(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 in Indian Economy.
4+10=14

(c) What is Marketing Environment ? Explain the components influencing Marketing Environment in India.
4+10=14

