

4/COM-252 Syllabus-2023

2026

(May-June)

FYUP : 4th Semester Examination

COMMERCE

(Marketing Management)

(COM-252)

Marks : 75

Time : 3 hours

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

1. (a) What is the marketing mix? Explain the four Ps with suitable examples. 2+8=10
- (b) Distinguish between selling and marketing. 5

Or

Define marketing environment. Distinguish between micro-environment and macro-environment and their impact on business with examples. 3+12=15

2. (a) Explain the importance of studying consumer behaviour for marketing decision. 5

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(Turn Over)

- (b) Explain the role of social factors (family, reference group and social class) in shaping consumer buying behaviour. 10

Or

- (a) What are the criteria for effective market segmentation? 5
- (b) Discuss the process of segmentation, targeting and positioning (STP) and how it helps firms gain competitive advantage. 7+3=10

3. (a) What is product? Discuss the classifications of product with examples. 2+7=9
- (b) Explain the stages involved in developing a new product. 6

Or

Explain the factors affecting pricing decisions, including internal and external factors. 15

4. Discuss the functions performed by intermediaries in delivering goods from producers to consumers. 15

Or

- (a) Define promotion. Explain the importance of promotion in marketing. 3+7=10

- (b) Discuss publicity as component of promotion mix. 5

5. Write short notes on any two of the following : $7\frac{1}{2} \times 2 = 15$

- (a) Product differentiation
- (b) Public relations
- (c) Labelling
- (d) Penetration vs. Skimming pricing

(Marketing Management)

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