

3/H-76 (ix) (b & d) (Syllabus-2015)

2 0 1 8

(October)

COMMERCE

(Honours)

(**Marketing Management**)

[BC-304 (b & d)]

Marks : 75

Time : 3 hours

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

1. (a) What do you mean by marketing environment? 3
- (b) "A company's marketing environment consists of macro and micro environment." Discuss. 12

Or

What is direct marketing? Explain briefly the different types of direct marketing. What are the limitations of direct marketing? 3+8+4=15

2. What are meant by 'market research' and 'market intelligence system'? Explain the process of marketing research. 5+10=15

(2)

Or

- (a) Discuss the process of new product development with suitable examples. 10
- (b) "Package is a silent salesman." Comment on the statement. 5
3. Explain the various pricing strategies used by marketers. 15

Or

- (a) Discuss briefly the factors that marketers should consider while determining the promotion mix. 8
- (b) State the importance of sales promotion. 7
4. (a) What do you mean by channels of distribution? What factors should be taken into consideration while selecting a channel of distribution? 2+8=10
- (b) Write a note on retail cooperatives. 5

Or

- (a) Discuss the significance of retailing. 7
- (b) Explain the concept of supply chain management. 7

D9/72

(Continued)

(3)

5. (a) What is rural marketing? Are the consumers of a rural market different? Justify your answer. 3+7=10
- (b) Explain the concept of social marketing. 5

Or

- (a) What is meant by green marketing? Explain the impact of green marketing on consumer satisfaction and environmental safety. 3+7=10
- (b) Write a note on use of technology in marketing. 5

D9-3800/72

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