

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

2 0 1 7

(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. What is meant by marketing mix? How is important a good marketing mix for any product? What are the factors affecting marketing mix? 3+6+6=15

Or

- (a) What is meant by marketing myopia? 4
- (b) Distinguish between business market and consumer market. 4
- (c) Explain the different stages in consumer decision-making process. 7

(2)

2. Discuss how market segmentation, target marketing and positioning are interrelated. Give examples. 15

Or

What is product life cycle (PLC)? Discuss the various strategies adopted by the companies at different stages of the product life cycle. 3+12=15

3. What are the objectives of pricing? Explain the steps involved in price determination. 7+8=15

Or

(a) State the importance of Public Relations as a promotional tool. 8

(b) Explain the concept of integrated marketing communication. 7

4. What do you mean by channel of distribution? What are the different types of channel of distribution? Indicate the relative importance of different channels of distribution. 2+3+10=15

Or

(a) State the significance of marketing logistics in marketing management. 10

(b) Write a note on retail vending machine. 5

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(Continued)

(3)

5. (a) Discuss the significance of the rural market in India today. 10
(b) What is niche marketing? Explain with examples. 5

Or

(a) What is online marketing? Explain how online marketing is different from traditional marketing. 4+6=10

(b) "An organization can follow ethical practice and still earn profit." Comment on the statement. 5
