

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

2 0 1 6

(October)

COMMERCE

(Honours)

(**Marketing Management**)

[BC-304 (b)]

Marks : 75

Time : 3 hours

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

Answer **all** questions

1. Define marketing. Explain the nature and scope of marketing. 3+(6+6)=15

Or

What do you mean by consumer behaviour? Explain with suitable examples the various factors influencing consumer behaviour. 3+12=15

2. What is meant by market segmentation? Explain the different bases of market segmentation. 3+12=15

(Turn Over)

(2)

Or

- (a) What is product mix? Discuss its important dimensions by giving suitable examples. 3+7=10
- (b) What is the importance and rationale of branding in today's marketing? 5
3. (a) What are the various internal factors affecting pricing decision? 7
- (b) Explain the different pricing strategies normally adopted for a new product. 8

Or

Discuss the various components of promotion mix. Which component would be more effective for promoting an industrial product? Explain with reasons. 7+8=15

4. State the importance of channels of distribution in marketing. What factors should be taken into consideration while selecting a distribution channel? 7+8=15

Or

- (a) Explain the functions performed by a retailer. 10
- (b) What are the characteristics of a non-store-based retailing? 5

D7/150

(Continued)

(3)

5. (a) What is rural marketing? What are the problems associated with rural marketing in India? 3+7=10
- (b) Distinguish between rural and agricultural marketing. 5

Or

- (a) What is meant by green marketing? Discuss the significance of green marketing. 3+5=8
- (b) Explain the concept 'relationship marketing'. 7

D7-2800/150

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