

**3/H-76 (ix) (b & d) (Syllabus-2019)**

**2022**

( November )

**COMMERCE**

( Honours )

[ BC-304 (b & d) ]

( **Marketing Management** )

( Under Revised Syllabus )

*Marks : 75*

*Time : 3 hours*

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

1. (a) Define marketing. Briefly explain the marketing management process. 3+6=9
- (b) "A marketer has only 4 tools, i.e. 4P's to serve the target market." Explain. 6

*Or*

- (a) State the need to scan the marketing environment. Highlight the factors which influence an organization's internal marketing environment. 3+6=9
- (b) "Marketing is not merely selling." Comment. 6

( 2 )

2. (a) What is market segmentation? Discuss the benefits of market segmentation. 3+7=10
- (b) "Market segmentation leads to target marketing." Justify the statement with valid examples. 5
- Or*
- (a) What are the essential characteristics of a product? 5
- (b) Explain the following terms with relevant examples : 5+5=10
- (i) Product line
- (ii) Product mix
3. (a) Briefly explain the various methods of pricing. 10
- (b) "Price is an indicator of quality." Do you agree with the statement? Give reasons. 5
- Or*
- (a) Discuss the objectives of sales promotion. 8
- (b) What do you understand by public relations? Differentiate between public relations and publicity. 2+5=7

( 3 )

4. (a) Explain the term 'channel of distribution'. Differentiate between direct and indirect channels of distribution. 3+5=8
- (b) Highlight the factors you would keep in mind while designing a distribution channel for selling raincoats/garments in Shillong. 7
- Or*
- (a) Identify the different types of retailers usually observed in a channel of distribution. 10
- (b) What are the different services rendered by a retailer? 5
5. (a) Distinguish between rural and urban consumers. Why is this distinction made? 6+2=8
- (b) "Agricultural marketing is the same as rural marketing." Justify the statement with valid reasons. 7
- Or*
- (a) Highlight the different ways in which technology can be used for e-marketing. 7
- (b) Write short notes on the following :  $4 \times 2 = 8$
- (i) Relationship marketing
- (ii) Green marketing

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