

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

**2019**

**( October )**

**COMMERCE**

**( Honours )**

**[ BC-304 (b & d) ]**

**( Marketing Management )**

*Marks : 75*

*Time : 3 hours*

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

1. (a) State various concepts of marketing. 5

(b) "Customer is the king." Explain the statement with reference to the modern concepts of marketing. 10

*Or*

What is marketing mix? Describe the marketing management process. 3+12=15

2. Why do marketers segment the market? What are the bases commonly used for market segmentation? 3+12=15

( 2 )

Or

(a) What are the advantages of branding?  
How does branding facilitate the buyers? 6+2=8

(b) Explain the concept of differentiation.  
On what different parameters can a marketer differentiate an offer? 2+5=7

3. Explain the internal and external factors influencing pricing decisions of a product. 15

Or

(a) Differentiate between the domestic and global concepts of market promotion with examples. 5

(b) Write short notes on : 5+5=10

(i) Integrated marketing communications (IMC)

(ii) Online and offline promotion mix

4. (a) Explain the important functions of a retailer. 7½

(b) Write a short note on extensive and selective distribution strategies with examples. 7½

Or

(a) Describe the changing dimensions of retail operations in India. 10

(b) Write a note on large-scale retailers. 5

( 3 )

5. (a) Nowadays companies are looking more and more at rural market. Comment. 10

(b) Outline the profile of rural consumers in India. 5

Or

Explain marketing ethics. Discuss the unfair marketing practices in India with examples. 3+12=15

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