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(February)

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) Briefly explain the concept of mass marketing with example. 5
- (b) Why are macro-environmental factors considered to be uncontrollable? Discuss in the light of changing marketing environment. 10

Or

What do you understand by consumer behaviour? Discuss the various factors that influence consumer buying behaviour. 3+12=15

2. (a) Why is product positioning considered important in the present marketing scenario? Identify any two products and discuss how they have been positioned in the market. 6+4=10
- (b) What marketing strategies are appropriate at an introduction stage of a product life cycle (PLC)? 5

Or

Write notes on the following : 7½+7½=15

- (a) Stages of new product development
- (b) Classification of products with suitable examples for each

3. (a) Discuss the various pricing strategies that can be used by a marketer. 10
- (b) Explain the importance of promotion in marketing of any product/service. 5

Or

- (a) With the help of an example, explain the concept of skimming pricing. 5
- (b) Discuss the factors affecting promotion mix decision of a firm. 10

(3)

4. (a) State briefly the role and importance of distribution channels. 10
- (b) What do you understand by the term supply chain management (SCM)? 5

Or

- (a) Discuss the factors that affect the choice of distribution channel in marketing. 10
- (b) Write a note on retail vending machine. 5
5. Why are understanding rural consumers important? Explain the importance and characteristics of rural marketing in India. 5+10=15

Or

Write short notes on any *three* of the following : 5×3=15

- (a) Sustainable marketing
- (b) Online marketing
- (c) Social marketing
- (d) Interactive marketing
- (e) Niche marketing

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