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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) Elucidate the difference between the marketing concept and the societal marketing concept. $2\frac{1}{2}+2\frac{1}{2}=5$
- (b) How does the natural and legal environment impact the marketing of an organization? 10

Or

Why is marketing important? Explain the nature and scope of marketing. $3+12=15$

2. Justify the need for segmentation. Explain the bases of segmenting the consumer market. $5+10=15$

Or

- (a) "Marketers are now focusing more on packaging and labelling of their products." Do you agree? Justify your answer. 5
- (b) What do you understand by product life cycle? Discuss the various marketing strategies adopted at different stages of the product life cycle (PLC). $2+8=10$
3. (a) What are the various factors that affect pricing decisions? 9
- (b) Explain the different approaches to price adjustments. 6

Or

Write the advantages and disadvantages of the following (any *three*) : $5\times 3=15$

- (a) Advertising
- (b) Sales promotion
- (c) Public relation
- (d) Personal selling
- (e) Direct marketing.

4. "Marketing channels act as a bridge between the consumer and the producer of products and services." Explain this statement. 15

(3)

Or

- (a) Justify the importance of channels of distribution. 5
- (b) Discuss the meaning and significance of retailing. 10
5. (a) What is marketing ethics? 3
- (b) Explain how unethical marketing practices affect the society. 12

Or

- (a) Distinguish between rural and agricultural marketings. 5
- (b) Explain the concept and significance of green marketing and online marketing. 5+5=10

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