

PG Even Semester (CBCS) Exam., May—2017

COMMERCE

( 2nd Semester )

Course No. : COMCC-205

( Marketing Management )

*Full Marks : 70*

*Pass Marks : 28*

*Time : 3 hours*

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

Answer **five** questions, taking **one** from each Unit

UNIT—I

1. Define marketing. Discuss the significance of marketing in the modern world. 6+8=14
2. Discuss analytically various elements of uncontrollable environment. 14

UNIT—II

3. What is product mix? Examine the factors that are to be taken into account while introducing a new product. 4+10=14

4. Discuss the major internal and external factors that should be taken into account while developing a price policy. 14

UNIT—III

5. Define marketing mix. Explain the concept of marketing mix and its implications to the business. 4+10=14
6. What is market segmentation? Discuss the various criteria for effective market segmentation. 4+10=14

UNIT—IV

7. Write notes on any *two* of the following : 7×2=14
  - (a) Digital marketing
  - (b) Green marketing
  - (c) Rural marketing
8. Elaborately discuss the ethical and legal issues involved in marketing. 14

( 3 )

UNIT—V

9. What is global marketing? Elaborately discuss the complexities of international marketing. 4+10=14
10. Discuss the various modes of entry strategies into a foreign market and its selection. 14

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