

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

COMMERCE

( 2nd Semester )

Course No. : COM-204 (C)

( Marketing Management )

*Full Marks : 75*

*Pass Marks : 30*

*Time : 3 hours*

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

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

UNIT—I

1. Define marketing. Discuss the nature and importance of marketing. 3+6+6=15
2. Write a detailed note on marketing mix. 15

UNIT—II

3. What is product life cycle? Discuss the various phases of product life cycle. 5+10=15

4. Narrate the various stages of New Product Development. 15

UNIT—III

5. What is advertising? How can the effectiveness of advertising be assessed? 5+10=15
6. Define sales promotion. Discuss the various sales promotion techniques. 5+10=15

UNIT—IV

7. Explain the different channels of distribution. Explain the channel mix. 5+10=15
8. Define wholesaler. Discuss the role of wholesaler towards producer and retailer. 5+10=15

UNIT—V

9. Define marketing research. Discuss the various steps in marketing research. 5+10=15
10. Write a note on social and legal aspects of marketing. 7½+7½=15

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