

6. What do you mean by Positioning? Discuss the process of market positioning of a FMCG product. 4+10=14

UNIT-IV

7. What is Green Marketing? Discuss the evolution of Green marketing. 4+10=14
8. Define digital marketing. What are the various Pros and Cons of digital marketing in India. 4+10=14

UNIT-V

9. Discuss the various complexities involved in international marketing. 14
10. Discuss the various mode of entry strategies in a foreign market for a company producing consumer durable items. 14

PG Odd Semester Examination, 2022

COMMERCE

(1st Semester)

Course No.: COMCC-503

(Marketing Management)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

*The figures in the right margin indicate full marks for the question.
Answer any five questions, taking one from each unit.*

UNIT-I

1. Discuss the evolution of marketing concept in detail. 14
2. Highlight the ethical and legal issues of marketing in Indian context. 14

UNIT-II

3. What do you mean by 'Product'? Discuss the components of product mix with examples. 4+10=14
4. Discuss the different factors affecting price determination with suitable examples. 14

UNIT-III

5. What do you mean by market segmentation? Discuss the various criteria for effective market segmentation. 4+10=14