

PG Even Semester (CBCS) Exam., May—2018

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 Market. Discuss the process of evolution of Marketing Concept. 3+11=14
2. What is marketing plan? Discuss the various issues and components of strategic marketing planning process. 2+12=14

UNIT—II

3. Discuss the possible strategies and implications involved in various stages of product life cycle. 14

8J/1525

(Turn Over)

4. Discuss any two pricing strategies with suitable examples. 7+7=14

UNIT—III

5. Discuss, in brief, the basic concepts of market segmentation, target market and market positioning. 14
6. Define promotion mix. Discuss the appropriate linkage among advertisement, sales promotion and personal selling with suitable example. 2+12=14

UNIT—IV

7. What is digital marketing? Discuss the emerging advances and improvement of digital marketing in India. 4+10=14
8. Write notes on any *two* of the following : 7×2=14
 - (a) Ethics in marketing
 - (b) Rural marketing
 - (c) Social media marketing

UNIT—V

9. Discuss, in brief, the various components for analysing international marketing environment. 14

8J/1525

(Continued)

(3)

10. Write notes on any *two* of the following :

7×2=14

- (a) Scope of international marketing
- (b) Market coverage strategies
- (c) Complexities in global marketing

★ ★ ★