

2019

COMMERCE

Paper : CC-201

(Marketing Management)

Full Marks : 40

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Answer **any four** questions, taking at least **two** from **each Module**.

Module - I

1. (a) Differentiate societal marketing from social marketing.
(b) Explain the concept of sustainable marketing with example.
(c) Mention the pricing strategies in different stages of Product Life Cycle. 2+3+5
2. (a) What is the importance of 'place' in 4P model?
(b) Give two examples each from line and depth of product portfolio.
(c) Point out the factors influencing buying patterns of rural market in India. 2+(1½+1½)+5
3. (a) What is market segmentation?
(b) How is product differentiation different from market segmentation? Give one example.
(c) Point out the basis on which brands are positioned.
(d) Give one example each for Demographic segmentation and Benefit segmentation. 2+(2+1)+3+(1+1)
4. (a) Point out the basic competitive strategies adopted by marketers.
(b) Give one example each for 'Brand Extension' and 'Line Extension' strategy.
(c) Mention any two desirable qualities a brand name should possess.
(d) What are the additional components of the marketing mix of a service product? 3+(1+1)+2+3

Module - II

5. (a) Who is a consumer buyer?
(b) In Consumer Behaviour Model, the consumer's head is referred to as the Buyer's Black Box. Why?

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- (c) Give an example each of family and lifestyle influencing individual buying behaviour.
- (d) What are the two factors determining the types of buying behaviour? $2+3+(1\frac{1}{2}+1\frac{1}{2})+2$
6. (a) Why it is important for marketers to spot cultural shifts in the marketing environment?
- (b) Mention the sub-factors under social factors affecting consumer behaviour.
- (c) Give an example of esteem needs influencing individual buying behaviour.
- (d) Explain the different forms that post-purchase behaviour might assume in the Buyer Decision Process.
- (e) Mention the "Five stages" under Buyer Decision Process for new products. $1\frac{1}{2}+1\frac{1}{2}+1\frac{1}{2}+3+2\frac{1}{2}$
7. (a) What is the full form of EDLP?
- (b) Mention any two factors affecting a firm's pricing decision.
- (c) What do you mean by a marketing channel?
- (d) What are the value additions made by channel members?
- (e) Define Sales Promotion. Give an example. $1+2+2+2\frac{1}{2}+(1\frac{1}{2}+1)$
8. Write short notes on : 5+5
- (a) Customer Value-Based pricing
- (b) Supply Chain Management.
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