

2020

BUSINESS ADMINISTRATION —HONOURS

Paper : A 302 C6

(Marketing Management)

Full Marks : 80

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 five* questions.

1. (a) Distinguish between Market Research and Marketing Research.
(b) 'Marketing is the basic function of any business.'— Explain the statement in your words. 8+8
2. (a) 'Marketing involves satisfaction of consumer needs.'— Comment.
(b) Elucidate three conceptual levels of a product. 8+8
3. State the different Macro environmental variables impacting the function of marketing along with hypothetical examples of each. 8+8
4. (a) What is market segmentation?
(b) State the requirement of effective market segmentation.
(c) State the relationship between market segmentation, targeting and positioning. 4+5+7
5. (a) What do you mean by PLC?
(b) Explain different stages of PLC with the help of a diagram.
(c) State differences in the marketing strategies followed by marketers during different stages of PLC. 3+5+8
6. Enumerate the various promotional tools used by business organizations to boost up the sales and explain any two promotional tools. 8+8
7. (a) What do you mean by 'channel of distribution'?
(b) What channel of distribution would you institute for marketing the following products?
(i) a soft drink (ii) a computer software (iii) an industrial chemical (iv) a vacuum cleaner.
State reasons in support of your answer. 4+12

Please Turn Over

ABB(3rd Sm.)-Business Administration-H/A302C6/CBCS (2)

- 8.** Define marketing management and state its evolution. 6+10
 - 9.** Define services. Discuss in detail the characteristics of service. 6+10
 - 10.** What are the major determinants of pricing decisions? Explain the role of costs in price determination process. 8+8
 - 11.** Why Rural Marketing is of great importance in Indian context? 16
 - 12.** Write short notes on the following : 8+8
 - (a) SWOT analysis
 - (b) 7Ps of Service Marketing Mix.
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