

2022

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.*

Module - I

Answer *any two* questions.

1. (a) Differentiate between Selling concept and Marketing concept.
(b) Mention the rights of consumers included by United Nations.
(c) Point out any three features of rural marketing in India.
(d) Distinguish between 'Product Mix Length' and 'Product Mix Width'. 2½+2½+3+2
2. (a) What is Psychographic segmentation?
(b) Define brand equity.
(c) What is the branding strategy when the marketer opts for existing brand name for the new product?
(d) Point out the additional elements of the marketing mix of a service product.
(e) State any one desirable quality for selecting a brand name. 2+2+2+3+1
3. (a) Point out three types of Differential Pricing of Service product.
(b) Point out the basic competitive strategies that a firm usually adopt.
(c) Who is Market Nicher?
(d) What is Product differentiation? 3+3+2+2
4. (a) What is competitive advantage?
(b) Give two examples of Benefit segmentation.
(c) Point out any three factors contributing to the growth of rural markets.
(d) Point out the product related strategy adopted by marketers in the Introduction, Growth and Maturity phase of Product Life Cycle. 2+2+3+3

Please Turn Over

Module - II

Answer *any two* questions.

5. (a) What do you mean by Public Relations?
(b) Give any two examples of Sales Promotion tools.
(c) Give an example each for 'Sub-culture', 'Family', 'Lifestyle' and 'Motivation' influencing individual buying behaviour. 2+2+6
6. (a) Explain the concept of 'Supply Chain Management' with the help of a diagram.
(b) Differentiate between a direct marketing channel and indirect marketing channel with the help of examples.
(c) What does EDLP stand for? Name the company which has practically defined this term. 5+3+(1+1)
7. (a) Bring out the difference between cost-based pricing and value-based pricing.
(b) Distinguish between advertising and publicity.
(c) What is resale price maintenance? 5+3+2
8. Write short notes on : 5+5
(a) Consumer Behaviour Model
(b) Types of Buying Behaviour.
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