

**2023**

**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) Point out the basic rights included in the 'Bill of Rights, 1962'.  
(b) Mention the strategy marketers adopt regarding 'Price' in the growth stage of product life cycle.  
(c) Mention the reasons why a marketer needs to develop a new product.  
(d) Define the term 'Societal Marketing'. 2½+2+3+2½
2. (a) Mention any four constraints faced by marketers in Indian rural markets.  
(b) Point out the steps in 'New Product Development' process in exact sequence.  
(c) Mention the characteristics that differentiate a 'service product' from a 'tangible product'.  
(d) Give an example of 'Depth of Product mix'. 2+4+2½+1½
3. (a) Point out the three platforms on which brands are usually positioned.  
(b) What are the value disciplines that companies concentrate on in order to enhance the overall customer value?  
(c) What is the orientation of the marketer who is neither 'customer oriented' nor 'competitor oriented'?  
(d) Give an example of 'Guaranteed pricing'. 3+3+2+2
4. (a) What are the variables that make up the macromarketing environment?  
(b) Give an example of a 'Store Brand'.  
(c) What combination of 'Product category' and 'Brand name' results in 'Line Extension' strategy?  
(d) What is market segmentation?  
(e) Distinguish between 'Market challenger' and 'Market follower'. 3+2+2+2+1

**Please Turn Over**

**Module - II**Answer *any two* questions.

5. (a) Differentiate between a consumer buyer and a business buyer. Give an example in each case.  
 (b) Match the items in column A with the items in column B :

Column - A	Column - B
Consumer's mind	Buyer's Black Box
Sub-culture	Traditional
Laggards	Ethnic Diversities

- (c) Why is it important for a marketer to understand and analyse the factors that affect consumer behaviour? (2+2)+3+3
6. (a) Give an example each of social class, family and motivation influencing individual buying behaviour.  
 (b) Why is it important for a marketer to identify cultural shifts?  
 (c) Factory workers wearing thick and long lasting clothes is an example of which factor affecting consumer behaviour? (2+2+2)+2+2
7. (a) Mention the two factors that determine the types of buying behaviour.  
 (b) Customer Value Based pricing is based on what?  
 (c) What is reverse logistics in Supply Chain Management?  
 (d) Why is message communicated through publicity more credible than that through advertisement?  
 (e) Define Personal Selling. 2+2+2+2+2
8. Write short notes on : 5+5  
 (a) Reference Groups influencing individual buying behaviour  
 (b) External factors affecting pricing decision.
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