

2025

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) How do wants get converted into demands?
(b) What was the question posed by societal marketing concept?
(c) Point out any four customer touch points.
(d) Who are 'customer evangelists'?
(e) Mention any two product related strategies that company can adopt to increase its business in the perspective of product portfolio decision. 2+2+2+2+2
2. (a) What is the marketing objective of the marketer in the Introduction stage of Product Life Cycle?
(b) Define 'Business Analysis' stage of New Product Development process.
(c) Give an example of new product coming to market due to changing government rules and regulations.
(d) Point out any two constraints in Indian rural marketing.
(e) Why is World Consumer Rights Day observed on March 15th? 2+2+2+2+2
3. (a) What is behavioural segmentation?
(b) What does the 'company' element in micromarketing environment aim to achieve?
(c) Point out the usefulness of customer value analysis.
(d) Mention the strategies that market follower adopts.
(e) 'Service is separable and homogeneous where mechanization has replaced the human element in the service.'— Give two examples to justify the above statement. 2+2+2+2+2
4. (a) What is brand value?
(b) Give an example of brand extension.
(c) In what way the marketer can reduce the impact of 'heterogeneity' in a service product where the presence of human element is inevitable?

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- (d) What is the combination of customer and competitor orientation that makes a marketer market oriented?
- (e) Give an example of focussed competitive strategy. 2+2+2+2+2

Module - II

Answer *any two* questions.

5. (a) Are you a consumer buyer or a business buyer?— Explain.
- (b) Give an example each of sub-culture, roles and status, and lifestyle influencing individual buying behaviour. 4+(2+2+2)
6. (a) Define promotion.
- (b) Can advertisement lead to publicity? Answer in yes or no.
- (c) How can government control influence the pricing policy of a firm?
- (d) How can personality influence a person's buying behaviour? 2+2+3+3
7. (a) Mention any two internal factors influencing the pricing decision of a firm.
- (b) What is 'customer value' in the context of Customer Value Based pricing method?
- (c) Mention any one form that Good Value Pricing may take.
- (d) Where is the thinking process taking place in case of Consumer Behaviour Model?
- (e) Define Dissonance Reducing Buying Behaviour. 2+2+2+2+2
8. (a) What is the importance of a marketing channel?
- (b) How many intermediary levels are there in a Direct Marketing Channel?
- (c) What will be the likely impact of adopting a Supply Chain Management perspective on a company's cost structure?
- (d) What is the outcome of the 'Evaluation of Alternatives' stage in the Buying Decision Process?
- (e) Which form of Resale Price Maintenance is usually followed in case of products that are distributed through government mechanism? 2+2+2+2+2
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