



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**  
B.VOC. Programme 2nd Semester Examination, 2023

**DSC23-RETAIL MANAGEMENT (2.3)**

**MARKETING MANAGEMENT-II**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**GROUP-A**

1. Answer any **four** questions from the following: 3×4 = 12
- (a) Define the term product. 3
  - (b) What are the tasks of a marketing manager? 3
  - (c) Define the term penetration pricing. 3
  - (d) What do you mean by the term re-positioning? 3
  - (e) State the essential feature of convenience goods. 3
  - (f) Distinguish between pull strategy and push strategy. 3

**GROUP-B**

2. Answer any **four** questions from the following: 6×4 = 24
- (a) State the essential functions of advertisement. 6
  - (b) Distinguish between marketing and selling. 6
  - (c) Explain the significance of price in product marketing. 6
  - (d) Differentiate between branding and labelling. 6
  - (e) Define market-skimming pricing and differential pricing. 6
  - (f) State the factors that affect the choice of distribution channels. 6

**GROUP-C**

3. Answer any **two** questions from the following: 12×2 = 24
- (a) Explain the concept of the promotion mix. Discuss the different types of promotion mixes. 12
  - (b) Explain the importance of the product life cycle in selecting and developing a marketing strategy. 12
  - (c) Define the term logistics. What are the tasks of marketing logistics? 12
  - (d) Write short notes on the following: 6+6
    - (i) Market segmentation
    - (ii) Branding Strategy.

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