



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL
B.Voc. Programme 1st Semester Examination, 2023

DSC1-RETAIL MANAGEMENT (1.3)

MARKETING MANAGEMENT

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) What are the differences between convenience goods and shopping goods?
 - (b) Narrate the purpose of marketing research.
 - (c) Explain the concept of Integrated Marketing System.
 - (d) Highlight the important features of Market.
 - (e) What are the various types of marketing?
 - (f) What are the components of micro environment?

GROUP-B

2. Answer any **four** questions from the following: 6×4 = 24
- (a) Highlight the social and ethical issues in marketing.
 - (b) What is Niche Marketing? Explain with examples.
 - (c) Explain the steps of Consumer Buying Process.
 - (d) Distinguish between selling and marketing.
 - (e) Write a short note on holistic marketing management.
 - (f) Explain the process of Marketing Research.

GROUP-C

3. Answer any **two** questions from the following: 12×2 = 24
- (a) Why is the study of consumer behaviour important for retail marketing? Discuss the factors affecting consumer behaviour. 6+6
 - (b) What is Market Segmentation? Discuss the people-oriented approach to Segmentation. 4+8
 - (c) What is Marketing Research? Highlight the importance and objectives of Marketing Research. 12
 - (d) Narrate the stages of product life cycle, and state the marketing mix suitable at the various stages of product life cycle. 2+10

—x—