



‘समानो मन्त्रः समितिः समानी’

UNIVERSITY OF NORTH BENGAL
B.Voc. Programme 1st Semester Examination, 2022

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 Selling and Marketing?
 - (b) What is CRM?
 - (c) What do you understand by Push and Pull strategy in Marketing?
 - (d) Explain the concept of E-Marketing.
 - (e) Highlight the features of specialty Goods.
 - (f) How is sales promotion different from market promotion?

GROUP-B

2. Answer any **four** questions from the following: 6×4 = 24
- (a) Explain the philosophy of Marketing Management.
 - (b) Explain the various components of Marketing Information System (MIS).
 - (c) Discuss the steps of Consumer Buying Process.
 - (d) Highlight the important functions of Marketing.
 - (e) What are the various approaches of Market Segmentation?
 - (f) Explain the different types of Marketing Research.

GROUP-C

3. Answer any **two** questions from the following: 12×2 = 24
- (a) Define Consumer Behavior. Discuss the various factors influencing the behavior of consumer. 4+8
 - (b) What is Marketing Environment Analysis? Explain the internal and external factors affecting Marketing Environment. 4+8
 - (c) Enumerate the benefits of Market Segmentation. Discuss the bases of segmenting the market with appropriate examples. 4+8
 - (d) What is Market Promotion? Discuss the important methods of market promotion. 2+10

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