



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

B.VOC. Programme 2nd Semester Examination, 2022

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: 3×4 = 12
- (a) Define the term marketing mix.
 - (b) Explain the meaning of the product life cycle.
 - (c) Define the term branding.
 - (d) Define the term product mix.
 - (e) Briefly explain the importance of labelling in marketing.
 - (f) What is promotion mix?

GROUP-B

2. Answer any **four** questions: 6×4 = 24
- (a) Define the term logistics. Why is it important?
 - (b) Explain the functions of good packaging.
 - (c) Explain the main objectives of pricing.
 - (d) Explain the difference between marketing mix and promotion mix.
 - (e) What are the functions of marketing management?
 - (f) Explain the factors that affect pricing decisions.

GROUP-C

3. Answer any **two** questions: 12×2 = 24
- (a) Define the term pricing. Explain different types of pricing.
 - (b) What is the importance of channels of distribution of consumer goods? What are the different types of channel distribution?
 - (c) Define the term promotion. What are the different types of promotion?
 - (d) Narrate the stages of new product development.

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