



UNIVERSITY OF NORTH BENGAL

B.Com. Honours Part-III Examination, 2021

B.COM.

PAPER-3H6 (Revised New Syllabus)

MARKETING MANAGEMENT

(For Honours in Management only)

Full Marks: 100

*The figures in the margin indicate full marks.
Candidates are required to give their answers in their own words as far as practicable.
All symbols are of usual significance.*

Answer any four questions from the following

25×4=100

1. Compare between the traditional and modern concepts of marketing. Explain the important factors that a marketer should take care of while taking his marketing mix decision related to a consumer durable product. Explain the concept and scope of digital marketing in the present marketing environment. 5+10+10
2. Discuss the significance of market segmentation in details while mentioning the various bases of market segmentation. Explain the factors influencing consumer behaviour. 15+10
3. Explain the process of new product development. Discuss the role of packaging as an important element of product-mix decision. 15+10
4. Discuss the importance and objectives of Pricing in marketing decision. Illustrate with examples the different types of pricing strategies. 12+13
5. Explain the different types of distribution channels. Mention the factors to be considered while selecting a distribution channel. Highlight the factors that motivate channels of distribution to sell a product. 10+8+7
6. Explain when and why personal selling is more effective than other methods of promotion. Discuss the advantages and disadvantages of Television as a medium of advertising. Briefly discuss the important functions of a salesman. 10+8+7

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