



'সমানো মন্ত্র: সমিতি: সমানী'

**UNIVERSITY OF NORTH BENGAL**

B.Com. Honours Part-III Examination, 2022

**B.COM.**

**PAPER-3H6**

**MARKETING MANAGEMENT**

Time Allotted: 4 Hours

Full Marks: 100

*The figures in the margin indicate full marks.*

**GROUP-A**

**Answer any four questions**

15×4 = 60

1. (a) What do you mean by Marketing Mix? 7+8=15  
(b) Discuss the importance of marketing mix in formulating marketing strategies.
2. (a) What is market segmentation? 3+12=15  
(b) Discuss the different bases for segmenting the consumer market.
3. Discuss in detail, the various stages of a product life cycle and the marketing strategies relevant to the stages. 15
4. (a) State the pricing objectives of a marketing firm. 5+10=15  
(b) Explain the various methods of pricing a product adopted by a firm.
5. (a) What do you mean by channels of distribution? 3+12=15  
(b) Explain with examples the factors affecting the choice of a distribution channel.
6. (a) Define 'Advertising'. Discuss three ethical issues related to advertising. (2+6)+  
(b) What is 'Sales Promotion'? State the factors that have led to the growth of Sales Promotion in India. (2+5)=15
7. (a) Discuss the various stages of consumer decision making process. 9+6=15  
(b) Explain with examples the physiological factors influencing buyer's behaviour.

8. (a) Define 'Personal Selling'. Discuss the scope and importance of Personal Selling. 2+8+5=15  
(b) Discuss the functions of a Salesman.

**GROUP-B**

9. Answer any *four* questions: 5×4 = 20
- (a) Distinguish between the traditional and the modern concept of marketing. 5
  - (b) Discuss the role of cultural factors on consumer behaviour. 5
  - (c) What do you mean by a new product? Point out the differences between consumer and industrial goods. 2+3=5
  - (d) Discuss the importance of packaging a product. 5
  - (e) Briefly discuss the advantages and drawbacks of two sales promotion techniques. 5
  - (f) Write a note on Social Media Advertising. 5
  - (g) Discuss the merits and limitations of Television Media Advertising. 5
  - (h) Discuss the extensive problem-solving and variety-seeking behaviours of consumers. 5

**GROUP-C**

10. Answer any *ten* questions: 2×10 = 20
- (a) Define Marketing. 2
  - (b) What do you mean by an Augmented Product? 2
  - (c) What is micro-environment of marketing? 2
  - (d) Distinguish between Wholesaler and Retailer. 2
  - (e) State two advantages of Outline Marketing. 2
  - (f) What is niche marketing? 2
  - (g) What is POS? 2
  - (h) State two ways in which channel conflicts can be managed. 2
  - (i) Discuss two social issues related to advertising. 2
  - (j) State two advantages and limitations of Print Media. 2
  - (k) What is Green Marketing? 2
  - (l) Define Product Positioning. 2
  - (m) What do you mean by SWOT analysis? 2
  - (n) State the importance of Advertising. 2
  - (o) What is Test Marketing? 2

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