PG (Even) Semester Examination, 2023

BUSINESS ADMINISTRATION

(2nd Semester)

Course No.: CP-209 (O)

(Marketing Management

Full Marks: 70

Pass Marks: 28

Time: 3 hours

The figures in the right margin indicate full marks for the question.

1. Radhika is a student of Business Studies of Class-XII. Her father is a farmer who grows different varieties of riece and is well-versed about various aspects of rice cultivation. As a project work in business studies she decides to study the feasibility of marketing good quality rice at a reasonable price. Her father suggested her to use the web-sources to gather customers views and opinion. She found that there is huge demand for packaged organic rice. She knows that there are no predetermined specifications in case of rice because of which it would be difficult to achieve uniformity in the output. To differentiate the product from its competitors, she gave it the name of 'Malabari Organic Rice' and classified it into three different varieties viz- Popular, classic and supreme, based on the quality. She feels that these names would help her in product difefrentiation.

   In the light of the above case :

(a) Explain the functions of marketing. 7

(b) Highlight the various elements of Product Differentiation. 7

2. (a) "A company's marketing environment consists of macro and micro environment."— Explain the statement. 10

(b) Why is it necessary to scan the marketing environment? 4

Or

3. (a) What is marketing mix? Describe the various elements of marketing mix. 3+7=10

(b) "The Indian market is becoming consumer oriented"— Discuss the above statement with suitable examples. 4

4. (a) Define Market segmentation. What are its benefits? 3+4=7

(b) Explain Product Positioning with examples. 7

Or

5. (a) What do you mean by 'Marketing Information System'? 4

(b) Discuss the stages in the Product Life Cycle (PLC). What is the significance of PLC in the marketing mix? 6+4=10

6. McVite Burgers has many branches throughout the country. The company believes in hiring places and giving rent to the owners of the places at highly busy places of the cities. However, the company deals with its customers on its own thus providing them freshly prepared burgers by its staff. The company has a wide base of customers The company has kept the nature of its distribution channel so because of one main characteristics or nature of the product it serves. It has always tried to please its customers and for this reason the services are fast. Taking clue from the above case answer the following :

(a) Which channel of marketing is highlighted in the case? 3

(b) Which product related factor do you think is responsible for the selection of channel? 4

(c) Discuss the various types of marketing channels along with their merits and demerits. 7

7. (a) Define Marketing Communication. 6

(b) Describe the various elements of Marketing Communication Mix. 8

Or

8. Write notes on the following (any two) 7x2=14

(i) Green Marketing

(ii) Digital Marketing

(iii) Advertising

(iv) Emerging issues in Marketing

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