PG (Even) Semester Examination, September, 2023

COMMERCE

(2nd Semester)

Course No.: COMCC-205

(Marketing Management)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

The figures in the margin indicate full marks for the questions.

Answer any five questions, taking one from each unit.

UNIT-I

1. Define marketing. Discuss the evolution of modern marketing concept. 4+10=14

2. Discuss the macro components of marketing environment and their impact on marketing decision. 14

UNIT-II

3. Explain the various stages involved in new product development with suitable exampels. 14

4. Define a product. Discuss the components of product mix with suitable examples. 4+10=14

UNIT-III

5. What do you mean by market segmentation? Discuss the criteria for effective market segmentation of a FMCG product. 4+10=14

6. What is distribution mix? Elaborately discuss the factor afefcting the selection of channel of distribution for a consumer product. 4+10=14

UNIT-IV

7. Elaborately discuss the emerging trends and practices of green marketing. 14

8. Define digital marketing. Write down the pros and cons of digital marketing in India. 2+12=14

UNIT-V

9. Highlight the various complexities of international marketing with suitable examples. 14

10. Discuss the legal, political and socio-cultural environments to be assessed for international marketing. 14

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