PG Even Semester Exam, 2024

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 five questions, taking one from each Unit

UNIT-I

1. Discuss the evolution of "Marketing concept", in details. 14
2. Discuss the macro components of marketing environment and their impact on marketing decisions. 14

UNIT-II

3. What is a Product? Discuss the various components of product mix with suitable examples. 14
4. Elaborately discuss the factors affecting price determination in details. 14

Turn over

UNIT-III

5. Define market segmentation. Discuss the various criteria for effective market segmentation for a consumer durable product taking suitable example. 4+10=14
6. Discuss the major components of promotion mix and their significance in promotion of a FMCG product. 14

UNIT-IV

7. Define Green marketing. Discuss the scope and significance of green marketing concept in the present era of marketing. 14
8. Write notes on- 7+7=14
   a. Social Media marketing
   b. Rural marketing.

UNIT-V

9. Discuss in detail the complexities involved in international marketing. 14
10. Write notes on: 7+7=14
    a. Marketing coverage strategies
    b. Foreign market selection

★★★

2024/SEM/EVEN/03/11/COM-205/078

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