

( 4 )

- (d) Discuss the role of warehousing, inventory control and transportation in marketing logistics.
- (e) What is the sales promotion? Discuss the tools and techniques used for sales promotions in India.
- (f) Discuss the scope of International Marketing in the present-day business scenario.

Group—D

4. Answer any *two* questions each within 300 words :  $15 \times 2 = 30$
- (a) State and discuss the various methods of pricing usually practised by marketing.
- (b) What do you mean by channels of distribution? Elaborate on the roles and functions of wholesalers, retailers and physical distribution agency involved in the distribution system.
- (c) What are the 5Ms of advertising? Discuss the role and importance of each in advertising.

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Course Code  
MCO – 05

**Term End Examination - December, 2019**

MARKETING MANAGEMENT

Master of Commerce (MCOM)

Time : 3 hours

Full Marks : 100

*The figures in the right-hand margin indicate marks*

Answer **all** Groups as directed

Group—A

1. Answer *all* the questions, each within 1 word or 1 sentence :  $1 \times 10 = 10$
- (a) 'Marketing' and 'Selling' are the same concept. Do you agree?
- (b) Which 'P', out of the 4Ps, is most important in the Marketing mix?
- (c) What is the first stage in the buying decision process?
- (d) What is marketed in a Bank?
- (e) What does it mean by B2B in Marketing?

( 2 )

- (f) What type of integration it is when one or more suppliers are acquired?
- (g) Who is called the father of modern marketing?
- (h) What is the penultimate stage in the product life cycle?
- (i) Which Marketing strategy is about how to compete in a particular market?
- (j) What is the term used for buying and selling of products/services over the Internet?

Group—B

2. Answer any *four* questions each within 100 words : 5×4=20

- (a) What do you mean by consumer buying decision process? Briefly discuss its stages.
- (b) Discuss the scope of marketing research in the present business context.

( 3 )

- (c) What is the demographic segmentation of a market? Give examples.
- (d) What is the pricing? What are its objectives?
- (e) Write the types of advertising usually seen in the Indian market.
- (f) What is globalization? State its benefits to the consumers and marketers.

Group—C

3. Answer any *four* questions each within 200 words : 10×4=40

- (a) What is the positioning of a product/service in a market? How is it done? Take examples from the corporate world and discuss.
- (b) Distinguish between packing and packaging. Highlight on the types of packaging with examples.
- (c) Discuss the internal and external factors affecting the pricing decision of a firm.