



COM202C/25

2025

COMMERCE

Course No: COM202C

(Marketing Management)

Full Marks: 60

Time: 3 hours

The questions are of equal value

The figures in the margin indicate full marks for the questions

Answer all questions

1. a) Distinguish between Marketing and Selling. Discuss the various components of marketing environment. 4+8=12

Or

b) What is market segmentation? Discuss the bases for market segmentation. 3+9=12
2. a) What do you understand by consumer buying motives? Explain the theories of consumer behaviour. 4+8=12

Or

b) What is marketing research? Narrate the steps involved in marketing research process. 4+8=12
3. a) What is meant by Product Life Cycle (PLC)? Discuss the marketing strategies to be adopted during various phases of the PLC. 4+8=12

Or

b) What could be the objectives of pricing? Discuss the various kinds of pricing. 4+8=12
4. a) What do you understand by channel of distribution? Give an account of different types of agent middleman. 2+10=12

Or

b) Define the concept of promotion mix. What are the determinants of promotion mix? 4+8=12
5. a) Define Rural Marketing. What are the factors influencing India's Rural Marketing Environment? Discuss. 4+8=12

Or

b) What are the 4 R's of Relationship Marketing? Also, narrate the scope and challenges of Relationship Marketing. 4+8=12
