

2026

COMMERCE

Course No: CM801C

M.Com (2nd Semester)

(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. Explain the concept of Marketing Mix and describe various factors that determine it. (4+8=12)

(OR)

- b) Trace the evolution of marketing concept and explain its relevance in a developing economy. (12)

2. a) What do mean by buying motives? Discuss the theories of consumer behaviour and point out their uses in marketing. (3+9=12)

(OR)

- b) What is Marketing Research? Also, write the nature of marketing research. (4+8=12)

3. a) What is meant by Product Life Cycle? Discuss the marketing strategies to be adopted during various phases of the Product Life Cycle. (4+8=12)

(OR)

- b) Highlight the significance of price in marketing. Explain the factors influencing price determination. (4+8=12)

4. a) What do you understand by Middleman? Briefly discuss the different types of agent middleman. (4+8=12)

(OR)

- b) Distinguish between Advertising and Sales Promotion. Explain the reasons for growing use of sales promotion in recent years. (4+8=12)

5. a) What are the basic features of global marketing? Explain the forces affecting global marketing. (4+8=12)

(OR)

- b) Define Rural Marketing. Discuss the different factors that influences India's Rural Marketing Environment. (4+8=12)
