



**WEST BENGAL STATE UNIVERSITY**

B.A./B.Com. Honours 1st Semester Examination, 2020, held in 2021

**ASPACOR01T-ADVERTISEMENT AND SALES PROMOTION (CC1)**

**MARKETING MANAGEMENT-I**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.  
All symbols are of usual significance.*

**GROUP-A**

1. Answer any **five** questions from the following: 2×5 = 10
- (a) Define Buying Motives.
  - (b) What is meant by Selling Concept of Marketing?
  - (c) State the objectives of Marketing.
  - (d) What is Marketing Environment?
  - (e) Define Market Segmentation.
  - (f) What are Consumer Behavior Variables?
  - (g) Define Marketing Research.
  - (h) Define Environmental Scanning.
  - (i) What is Niche Marketing?
  - (j) Who is an Opinion Leader?
  - (k) Mention the steps in Consumer Decision Making Process.
  - (l) Give the idea of Rural Marketing.
  - (m) What is Product Differentiation?
  - (n) Give an idea of online Marketing.

**GROUP-B**

2. Answer any **four** questions from the following: 5×4 = 20
- (a) Differentiate between Selling and Marketing.
  - (b) Distinguish between Traditional and Modern concept of marketing.
  - (c) Explain the importance of Consumer Behavior in Marketing Management.
  - (d) Discuss some of the important Consumer Buyer Motives.
  - (e) Describe Market Targeting and Market Positioning with suitable examples.
  - (f) Differentiate between 'Consumer Behavior' and 'Buyer Behavior'.
  - (g) Explain Quantitative and Qualitative Market Research.

- (h) Differentiate between Product Differentiation and Market Segmentation.
- (i) Write briefly the features of a Marketing Environment.
- (j) State the components of Marketing Information System.
- (k) Mention the different bases of Market Segmentation.
- (l) Explain the significance of Marketing Research.

**GROUP-C**

**Answer any two questions from the following**

10×2 = 20

- 3. Define the term Marketing. Discuss the various functions of Marketing.
- 4. Discuss the scope of Marketing in the context of modern business.
- 5. What is meant by Consumer Behavior? Explain the various factors influencing the Consumer Behavior.
- 6. State the factor affecting Marketing Environment. Explain in brief any two factors affecting Micro Environment of a country.
- 7. Discuss the implications of Product Differentiation Strategies Decisions on the Business Enterprise.
- 8. Discuss in brief the various steps involved in the process of Marketing Research.

**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

—x—