



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 1st Semester Examination 2021-22

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 the term Market Positioning.
 - (b) What is Product Differentiation?
 - (c) Define Market Environment.
 - (d) What is Marketing?
 - (e) Highlight two characteristics of Rural Marketing.
 - (f) Mention the components of Internal Marketing Environment.
 - (g) What do you mean by Macro Marketing Environment?
 - (h) Illustrate a Marketing System.
 - (i) What is International Marketing?
 - (j) Define a consumer market.
 - (k) Give an idea of Online Marketing.
 - (l) What do you mean by Market Segmentation?
 - (m) What is selling?
 - (n) What do you mean by Target Market?
 - (o) Define Marketing Research.

GROUP-B

Answer any four questions from the following

5×4 = 20

- 2. Mention the different bases of Market Segmentation.
- 3. Write short notes on different consumer markets in India.
- 4. Briefly explain the consumer buying process.

5. Explain the importance of market positioning.
6. Discuss the Legal Aspects of Marketing.
7. Distinguish between Selling and Marketing.
8. Explain the nature of Marketing Environment.
9. Distinguish between Product differentiation and Market Segmentation.
10. Distinguish between Market Positioning and Market Repositioning.
11. Write short note on Marketing Information System.
12. Distinguish between Traditional and Modern concept of marketing.
13. Explain the significance of Marketing Research.

GROUP-C

Answer any two questions from the following

10×2 = 20

14. Elucidate the social responsibilities of Marketing.
15. Elaborate any one model of Consumer Behaviour.
16. Enumerate the principal pricing methods.
17. Describe the process of Marketing Research with a suitable diagram.
18. Enunciate the importance of packaging. Why packaging aesthetics is playing a vital role in marketing? 5+5
19. Discuss the factors influencing Consumer Behaviour.

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.*

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