



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 2nd Semester Examination, 2022

ASPACOR03T-ADVERTISEMENT AND SALES PROMOTION (CC3)

MARKETING MANAGEMENT-II

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.*

1. Answer any **five** questions from the following: 2×5 = 10
- (a) What do you mean by “Marketing Channels”?
 - (b) Define the term “product packaging”.
 - (c) What is Labelling?
 - (d) Define the term “Global Marketing”.
 - (e) What do you mean by “Grading”?
 - (f) Mention any two objectives of pricing.
 - (g) What is “Product-Mix”?
 - (h) State the modern components of Marketing Mix.
 - (i) Mention the different types of Middlemen.
 - (j) Distinguish between consumer and customer.
 - (k) Define the term “Direct Marketing”.
 - (l) Write any two advantages of Packaging.
 - (m) Define the term “Publicity”.
 - (n) What do you mean by Product Line filling?
 - (o) Give an example of psychological pricing.
2. Answer any **four** questions from the following: 5×4 = 20
- (a) Write any five importance of ‘Marketing Mix’.
 - (b) Bring out the differences between Advertising and Personal Selling.
 - (c) Write any five objectives of Pricing.
 - (d) What are the various elements of ‘Promotion Mix’?
 - (e) Write a short note on Cost-oriented pricing method.
 - (f) How promotion plays an important role in Marketing Management?

- (g) State the importance of distribution channels of consumer goods.
- (h) Describe the concept of Need, Want and Demand.
- (i) Write a short note on Product Mix dimensions.
- (j) Distinguish between consumer promotion and trade promotion.
- (k) Highlight the factors affecting choice of a distribution channel.
- (l) Outline the emerging trends in marketing.

3. Answer any *two* questions from the following: 10×2 = 20
- (a) Describe the importance and objectives of Labelling. 5+5
 - (b) Give an outline of Direct Marketing Strategies.
 - (c) Discuss the concept of skimming pricing and penetration pricing with examples. 5+5
 - (d) Elucidate the different stages involved in New Product Development process.
 - (e) Explain, in brief, the various factors influencing price of a product or service.
 - (f) What is Product Life Cycle (PLC)? Discuss the characteristics of different stages of PLC. 2+8
 - (g) Elaborate the concept of “Augmented Product” and “Potential Product” with suitable examples.
 - (h) Enumerate the advantages and disadvantages of Direct Marketing.

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—