

4/COM-252 Syllabus-2023

2 0 2 5

(May-June)

FYUP : 4th Semester Examination

COMMERCE

(Marketing Management)

(COM-252)

Marks : 75

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) Define marketing. Discuss the importance of marketing. 2+6=8
- (b) Highlight on the evolution of marketing concepts. 7

Or

- (a) Why do marketers need to understand the marketing environment? 7
- (b) How do economic and technological environments influence marketing decisions of a company? 8

(2)

2. (a) Define consumer behaviour and describe the factors that influence the consumer buying behaviour. $2+6=8$
- (b) List out the consumer buying process. 7

Or

- (a) What are the benefits of market segmentation? 5
- (b) Discuss the different bases of market segmentation with suitable examples. 10
3. Enumerate the stages of product life cycle and the strategies adopted at each stage. $7+8=15$

Or

- (a) "The brand endows on a product is a guarantee of success." Do you agree? Discuss. 7
- (b) Discuss the importance and functions of packaging. $4+4=8$
4. (a) What is the meaning of channels of distribution? Explain the factors affecting the choice of distribution channel. $2+8=10$
- (b) Write a note on the emerging trends in distribution. 5

(3)

Or

- (a) "Advertising brings long-term benefits, but sales promotion is for quicker sales/results." Discuss. 7
- (b) Explain the communication process in the context of marketing. 8
5. Write short notes on any two of the following : $7\frac{1}{2}\times 2=15$
- (a) Selling vs. Marketing concept
- (b) Targeting vs. Segmentation
- (c) Discount vs. Rebates
- (d) Marketing mix vs. Promotion mix
