

2015

Time : 3 hours

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Answer from both the Groups as directed.

Group – A

(Objective-type Questions)

Answer all questions.

1. Indicate whether the following statements are 'True' or 'False' : 2x10 = 20
 - (a) Marketing is a dynamic process.
 - (b) Expenditure on marketing management is a waste of money.
 - (c) Indian buyers are of bargaining tendency.

- (d) Market segmentation is against the Government.
- (e) A manufacturer should always select lowest cost of channel of distribution.
- (f) Every product is a separate brand.
- (g) The primary object of pricing policy is to earn maximum profit.
- (h) Promotion reduces gap between producers and consumers.
- (i) Money spent on advertisement is waste.
- (j) Marketing research is wider than market research.

Group – B

(Long-answer type Questions)

Answer any four questions of the following :

15×4 = 60

2. What is Marketing ? Discuss the nature and scope of marketing.
3. Define Marketing Management. Describe the functions of marketing management.

MF – 14/2

(2)

Contd.

4. Define consumer behaviour. Explain the characteristics of Indian Consumer's buying behaviour.
5. Define the term distribution channel. What is the importance of distribution channel in marketing ?
6. Explain the meaning of Product-mix. What factors influence changes in product-mix ?
7. "The success or failure of a business depends to a large extent on its Price-Policy." Discuss.
8. What do you understand by Sales Promotion ? Discuss the various methods of sales promotion.
9. Discuss, in brief, the factors affecting Sales Forecasting. Also explain the limitations of Sales Forecasting.
10. What is Marketing Research ? Throw light on its need and importance in India.



MF – 14/2 (300)

(3)

BBA(III)/H-10/15