

**End Semester/Reappear (Semester II) Examination July 2022**

**Programme: ABM**  
**Subject: Marketing Management**  
**Subject Code: 11.553**  
**Enrollment No: \_\_\_\_\_**

**Full Marks: 70**  
**Time: 3 Hrs.**

**Section I**

- 1. Short Answer type questions. Answer any four.** **4 x 5 = 20**
- Explain the concept of Marketing with example.
  - Differentiate between Micro & Macro Environment.
  - Describe the role of Demographic factors while taking a purchase decision by a customer.
  - Enumerate the major functions of marketing channel.
  - Differentiate between Intensive & Selective distribution strategy with help of practical example.
  - Discuss the importance of CRM.

**Section II**

- Long Answer type questions. Answer any three.** **3 x 10 = 30**
- Compare and contrast customer needs, wants, and demands. Discuss suitable example to illustrate your point.
  - Distinguish among the concepts of Segmentation, targeting & Positioning by giving suitable example.
  - What do you understand by the term differentiation? Recommend various ways of creating differentiation by companies offering different products.
  - Explain the meaning of Branding. Discuss the different components of brand along with their significance.
  - Discuss the concept of International Marketing. Analyze & discuss major reasons why company moves to International market.

**Section III**

- Application based questions. Answer any one.** **1 x 20 = 20**
- Explain the characteristics of Rural Market. Analyze and recommend the appropriate marketing mix that needs to be designed keeping in mind the rural market.
  - Analyze the Macro trends of India.
    - Recommend some of the trends of interest to marketers in our country.
    - Discuss whether these trends pose opportunities/threats for marketers.
  - Explain the important stages of product life cycle with the help of diagram. Recommend major strategies for each stage to gain competitive advantage.

\*\*\*\*\*