

2024**(Session : 2022-25)***Time : 3 hours**Full Marks : 75*

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

1. State 'True' or 'False' against the following statements : 1×10 = 10
- (a) Marketing is a broader concept than selling.
 - (b) Customer is positioned at lower hierarchy of marketing process.
 - (c) Mass market is divided into groups with the help of segmentation.
 - (d) Advertising is used as a tool of market positioning.

- (e) Services are perishable in nature.
- (f) Advertising is non-paid form of marketing communication.
- (g) Sales promotion is one of the component of promotion mix.
- (h) Retailers are the closest channel member to consumers.
- (i) Similar marketing strategies can be applied for consumer products and industrial products.
- (j) Product differentiation strategies are used to distinguish the company brands from other brands.

2. Discuss, in brief, the core marketing concepts. 5

Group – B

Answer any **four** questions of the following :

15×4 = 60

- 3. Discuss, in brief, the core marketing concepts.
- 4. Discuss, in brief, the consumer buying decision making process with example.

MP – 2/2

(2)

Contd.

- 5. What do you understand by marketing channel ?
What are the different types of marketing channel ?
- 6. Discuss, in brief, different kinds of pricing policy adopted by marketing organisation.
- 7. Discuss, in brief, the stages of product life cycle with marketing strategies adopted in different stages.
- 8. Discuss, in brief, marketing research process and its implications on marketing process.



MP – 2/2 (2,000)

(3)

UESE(III) – BBA
(CC – 6)