



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 2nd Semester Examination, 2021

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) Define Marketing Management.
 - (b) Explain 4 P's of marketing.
 - (c) Mention any two features of a product.
 - (d) What is Packaging?
 - (e) Define Labeling.
 - (f) What do you mean by Advertisement?
 - (g) What is a depth of Product Mix?
 - (h) What do you mean by Promotion?
 - (i) Mention two features of a good package.
 - (j) Briefly explain the concept of Marketing, define Segmentation.
 - (k) What do you mean by Direct Marketing?
 - (l) Define Product Planning.
 - (m) Define Niche Marketing.
 - (n) What is Product Differentiation?
 - (o) What is Skim pricing?
 - (p) Define Logistics.

2. Answer any **four** questions from the following: 5×4 = 20
 - (a) Write any five advantages of Packaging.
 - (b) Differentiate between Advertising and Promotion.
 - (c) Differentiate between Packing and Packaging.
 - (d) Briefly explain Marketing Mix.
 - (e) What are the various tools of Promotion?
 - (f) Explain how prices of a product shift with the product life cycle stages.

- (g) Write a short note on 'Recent trends in Marketing'.
- (h) Explain the stages of new product development.
- (i) Highlight the importance of labeling.
- (j) Write the features of direct marketing.
- (k) What are the objectives of pricing?
- (l) Highlight the role of distribution channels.

3. Answer any **two** questions from the following: 10×2 = 20
- (a) Briefly explain the various Marketing Concepts. 10
 - (b) Define the term selling. Differentiate between Selling and Marketing. 3+7
 - (c) Explain Product Life Cycle with the help of a diagram. 10
 - (d) Explain different Pricing Strategies. 10
 - (e) Explain any five advantages and five disadvantages of Direct Marketing. 10
 - (f) What are the different channels of distribution? 10
 - (g) Explain Product Mix, with an example. 10
 - (h) What are the factors affecting the price of a product? 10

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—