

**Marketing Management And Sales & Advertising**  
**XEV (H-II) – BBM (4)**

**2014**

*Time : 3Hours*

*Full Marks- 75*

*Candidates are required to give their answers  
In their own words as far as practicable*

*The question are of equal value*

*Answer any five questions  
Selecting three from group A and two from group B.*

**Group A**

1. What is the concept of marketing? Discuss the role of marketing in developing economy.
2. Discuss the various problems of marketing of small. Scale industry in a developing economy Like India.
3. Explain the stages in the consumer buying decision process.
4. What is advertising? Distinguish between Advertising and sales promotion.
5. Define marketing research. What are its role in marketing management?
6. What do you mean by channels of distribution? Explain the major channels of distribution Used in marketing products.
7. Write short notes on any two of the following:
  - a) Consumerism.
  - b) Product life cycle.
  - c) Marketing communications.
  - d) Price – Policies

**Group B**

- 8. Distinguish between sales promotion at the point of sale and outer shop promotion modeling.**
  - 9. Public relations are valuable promotion tools. Justify.**
  - 10. Discuss economic and social effect of Advertising.**
  - 11. What are the factors to be kept in mind when you are creating messages? Discuss.**
  - 12. Write short notes on any two of the following :**
    - a) Print Media.**
    - b) Objectives of publicity.**
    - c) Ethical issues in Advertising.**
    - d) Advertising as mass communication.**
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