

2017

Time : 3 hours

Full Marks : 100 *75*

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

The questions are of equal value.

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

GROUP-A

1. Define Marketing. Explain various concepts of Marketing. BiharPaper.com
2. Define Market Segmentation? What are the benefits and limitations of Market Segmentation?
3. What are the Elements of Marketing Mix?
Discuss utility of Marketing Mix.

4. Define Market Research. Explain various sources of collecting primary and secondary data for Marketing Research. BiharPaper.com
5. What do you mean by a Retailer? Explain various types of Retailer.
6. Discuss the various social responsibility of Marketing Manager.

Group – B

7. What is personal selling? Explain in brief the process of Personal Selling.
8. What is meant by sales promotion? Explain in brief the different methods of sales promotion.
9. What do you mean by Advertisement?
Discuss its importance and types.
10. What is channel of distribution? Explain the factors determining choice of channels.