

BBM - IInd year

XEV (H-II) - BBM (4)

Marketing & Sales
2016 87591

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. What is marketing ? Discuss its scope.
2. Focus on different channels of distribution.
3. Define the term marketing strategy. What are the objectives of marketing strategy ?
4. What do you mean by consumer behaviour ? Throw light on the bases influencing consumer behaviour.
5. What is marketing research ? What are its essential features and objectives.

6. What are the relationship between promotional strategy and the product life cycle.

Group - B

7. What do you mean by sales promotion ? Discuss its importance.
8. Discuss the concept of marketing mix. Explain their relationship with advertising.
9. Define publicity. Explain its importance.
10. Describe some the main differences between public relation and adverting.

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