

Exam. Code : 107306

Subject Code : 2079

B.Com. (Prof.) Semester-VI

**BCP-621 : CONTEMPORARY ISSUES IN
MARKETING**

Time Allowed—3 Hours] [Maximum Marks—50

Note :— Attempt any **TEN** question from section A and
any **TWO** questions each from Section B and
Section C.

SECTION—A

1. Give brief answers to any **TEN** of the following questions :

- (a) Macro Marketing.
- (b) SWOT Analysis.
- (c) Differentiate between a consumer and a customer.
- (d) Differentiate between publicity and public relations.
- (e) What is meant by Product as a symbol ?
- (f) Green Marketing.
- (g) Mobile Marketing.
- (h) What is Pay per Click advertising on Internet ?
- (i) Integrated Marketing Communications.

(j) Meta Marketing.

(k) Counter Marketing.

(l) Over Marketing.

1×10=10

SECTION—B

2. Discuss the scope of FMCG and Consumer Durables Marketing in Rural India.
3. Explain the steps in marketing planning process.
4. Write a detailed note on the profile of an Indian Consumer in modern era.
5. Discuss the Important Governmental initiatives in India to protect consumers.

10×2=20

SECTION—C

6. Which factors are contributing to the tremendous growth of service sector in India ?
7. Explain the contemporary retail management strategies.
8. Write short notes on :
 - (a) Industrial Marketing
 - (b) Marketing Ethics.
9. What is meant by Brand Equity ? What are the brand elements that a brand manager can choose ?

10×2=20