

2316

130

Class-B.Com (P) (Sem.VI)

**Subject – CONTEMPORARY ISSUES IN
MARKETING**

PAPER - BCP - 621

Time Allowed : 3 Hrs

Maximum Marks :50

Section – A

Note :- It consists of 12 questions. Attempt any 10 questions out of 12. Each question carries 1 mark.

- (i) Define Marketing.
- (ii) Define Brand.
- (iii) What do you mean by Strategic Marketing Plan?
- (iv) Define SBU.
- (v) Define BCG Matrix.
- (vi) What are the characteristics of services?
- (vii) Define Agricultural Goods.
- (viii) What do you mean by regulated Market?
- (ix) Define Macro Marketing.
- (x) What do you mean by promotion mix?
- (xi) Define Counter Marketing.
- (xii) What do you mean by public relations?

Section - B

It consists of four questions. Attempt any two. Each carries 10 marks.

2. What do you mean by marketing? Discuss challenges and issues related to marketing.

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3. What are "uncontrollable" environment forms? Can you control them? If so, in what way? 10
4. What do you mean by strategic planning? Discuss in detail strategic marketing planning process. 10
5. What is the role of marketing in economic development of a country? 10

Section - C

It consists of 4 questions. Attempt any two. Each carries 10 marks.

6. "Services Marketing plays a vital role in the development of an economy." Discuss. 10
7. What do you mean by brand equity? Discuss in detail various methods of brand equity. 10
8. What are industrial goods? What are the product and service characteristics of such goods? 10
9. What is co-operative marketing? Explain their features and need for such efforts. 10

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