

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