

Exam. Code : 107306

Subject Code : 2179

B.Com. (Prof.) 6th Semester

CONTEMPORARY ISSUES IN MARKETING

Paper—BCP : 621

Time Allowed—3 Hours]

[Maximum Marks—50

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

SECTION—A

1×10=10

1. Answer any **TEN** of the following short questions :-

- (a) Demographics
- (b) Re-intermediation
- (c) Differentiate between Rural Marketing and Agricultural Products Marketing.
- (d) Electronic marketing
- (e) Market Segmentation
- (f) Consumerism
- (g) Cause related marketing
- (h) Grey markets
- (i) Latent demand
- (j) Family Branding

SECTION—B**10×2=20**

2. Discuss the rural marketing strategy of the following -
 - (a) Tractors
 - (b) Seeds.
3. How might understanding a firm's competitors help develop marketing strategy ?
4. Write short notes on :-
 - (a) Counter Marketing
 - (b) Marketing Myopia
5. Describe the linkage between Economic Development and Marketing Management.

SECTION—C**10×2=20**

6. To what extent are online and digital media likely to replace the use of traditional media ?
7. What impact does marketing have on society ?
8. How are services different from goods ? How are these differences dealt with from a marketing standpoint ?
9. What are industrial products ? Classify industrial products giving some examples for each.