

2022  
B. Voc. (Logistic Management)  
Third Semester  
Paper-LEM-303: Marketing Management

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

- I. Attempt any four of the following:-
- a) Explain integrated marketing concept.
  - b) Consumer behaviour Vs. Buying behaviour.
  - c) 'Advertisement can do anything'. Comment.
  - d) What is channel conflict? What are its causes?
  - e) Brand Vs. Product.
  - f) What do you understand by product life cycle? (4x5)

**UNIT – I**

- II. 'Marketing mix that is evolved is not stagnant but dynamic'. Explain. (15)
- III. Define the term marketing research. Explain the process of marketing research. (15)

**UNIT – II**

- IV. What is product development? What logical steps are involved in new product development? (15)
- V. What factors make segmentation a thundering success? Explain. (15)

**UNIT – III**

- VI. 'Marketing middleman are the parasites and they should be eliminated'. Do you agree? Give reasons. (15)
- VII. What are the pricing policies and strategies? Explain. (15)

**UNIT – IV**

- VIII. 'Personal selling is the ability to persuade people to buy goods and services at a profit to the seller and benefit to the buyer'. Examine. (15)

P.T.O.

(2)

IX. Write short notes on:-

- a) Direct marketing
- b) Online marketing
- c) Green marketing
- d) Retail marketing
- e) Customer Relationship Marketing

(5x3)

x-x-x