

Exam.Code:0501

Sub. Code: 3805

2012
Master of Commerce
First Semester
MC-105: Marketing Management
(Same for USOL Candidates)

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast one question from each Unit.

x-x-x

UNIT – I

- I. What is the difference between marketing and selling? Explain the objectives of marketing management. (16)
- II. Write a detailed note on marketing challenges in the 21st century that a marketer confronts? (16)
- III. What is a marketing-mix? What are its basic components? (16)

UNIT – II

- IV. What forces determines external marketing environment? Explain any three forces with examples. (16)
- V. Write a detailed note on consumer behaviour. (16)
- VI. Briefly explain determinants for demand forecasting. (16)

UNIT – III

- VII. What is product development? What logical steps are involved in new product development? (16)
- VIII. Write short notes on the following:
 - a) PLC
 - b) Brand strategies and management (2x8)

P.T.O.

(2)

UNIT – IV

IX. What do you understand by promotion? Explain the components of promotion mix. (16)

X. Write short notes on the following:-

a) Pricing strategies and policies

b) Inventory management (2x8)

X-X-X