

2022
M.Com. (E. &F.B.) First Semester
FB-103: Business Management - I (Marketing)

Time allowed: 3 Hours

Max. Marks: 80

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

x-x-x

UNIT – I

- I. Explain the five stage model in the consumer buying decision process. (16)
- II. 'Marketing research is vital for the evaluation of sound marketing strategy'. Explain this statement. (16)
- III. Explain the following:-
 - a) Importance of branding and packaging of a product
 - b) Planning of marketing mix (2x8)
- IV. Discuss in detail the various steps involved in the development of a new product. (16)
- V. What is a product life cycle? How should marketing strategies change according to the product life cycle stage? Elaborate with the help of suitable example. (16)

UNIT – II

- VI. Compare and contrast direct and indirect marketing channels and discuss the types of flow in distribution channel. (16)
- VII. For each of the following product, should the seller adopt a market skimming or a market penetration pricing strategy? Support your decision in each instance:-
 - a) A high technology kitchen chimney
 - b) A high fibre enriched bore of cookies (2x8)
- VIII. How the effective marketing communications are helpful in improving the sales of a company. (16)

P.T.O.

(2)

IX. What do you mean by 'Salesmanship'? Discuss the effective ways for sales planning and the various tasks of sales force. (16)

X. Write short notes on the following:-

a) Demand forecasting

b) Advertising and sales promotion

(2x8)

x-x-x