

Exam Code: 1431

Sub. Code: 9743

1129

B. Voc. (Logistic Management)

Third Semester

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 questions from the following:-
- a) List down the components of marketing environment.
 - b) What are the objectives of marketing research?
 - c) What are the benefits of market segmentation?
 - d) Explain briefly Green Marketing.
 - e) List down the qualities of a good salesman.
 - f) Write a short note on 'marketing ethics'. (4x4)

UNIT – I

- II. Define the term marketing. Explain how marketing concepts have evolved over time. (16)
- III. What is consumer behaviour? What are the factors influencing behaviour of consumers? (16)

UNIT – II

- IV. What is market segmentation? What are the bases of segmenting consumer markets? (16)
- V. What is Product Life Cycle? Discuss the different stages of PLC and its implications for marketers. (16)

UNIT – III

- VI. Explain various pricing strategies in detail. (16)
- VII. What are channels of distribution? Discuss factors that influence marketers to choose a particular channel of distribution. (16)

P.T.O.

(2)

UNIT – IV

VIII. Define advertising and give its features. Critically evaluate the role of advertising in modern society. (16)

IX. Write notes on any two of the following:-

a) Direct Marketing

b) Retail Marketing

c) Customer Relationship Marketing

(2x8)

x-x-x