

(i) Printed Pages : 2

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(ii) Questions : 10

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Exam. Code : 

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**Master of Commerce 1st Semester  
(1129)**

**MARKETING MANAGEMENT**

**(Same for USOL Candidates)**

**Paper-M.C.-105**

**Time Allowed : 3 Hours]**

**[Maximum Marks : 80**

**Note :-** Attempt any **five** questions in all selecting at least **one** question from each Unit. Each question carries equal marks.

**UNIT-1**

1. "Marketing is a business philosophy that needs to be adopted in any organization." Do you agree ? Give reasons.
2. Explain how marketing Information System increases the effectiveness of planning and managing the marketing efforts ?

**UNIT-2**

3. Why is it necessary for a marketer to understand Consumer Behavior ? What are reference groups ? How does it affect a person's buying behavior ?
4. Specify and explain the macro-environment factor affecting a person's buying behavior.

5. Explain briefly different techniques of demand forecasting with examples.

### **UNIT-3**

6. Explain how branding can be effectively employed by a marketer to achieve competitive advantage.
7. Name two products that are in the maturity stage of their life cycle. What recommendations do you have for rejuvenating the demand for either of these products ?

### **UNIT-4**

8. Suppose you are a marketing manager of a U.K. based mobile company named HELLO-PHONE which is going to launch its product HELLO-PHONE Z3G in India. Explain using suitable examples how would you devise its promotional mix ?
9. What are the various pricing strategies adopted by Indian companies in 21<sup>st</sup>-Century ? Explain these using suitable examples.
10. What are various types of channels of distribution available to a marketer ? Also explain the various considerations to be kept in mind while making choice of channels of distribution.