

1129

M.Com. (Master of Entrepreneurship & Family Business)

1st 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.

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UNIT – I

- I. Explain the marketing strategies that can be adopted by the marketer during the maturity and decline stage of product life cycle. (16)
- II. Suggest an appropriate marketing mix for services. (16)
- III. What is meant by market segmentation? What are the criteria of successful market segmentation? (16)
- IV. “Packaging has an important role to play in product selling.” Do you agree? (16)
- V. “Marketing research is a vital for the evaluation of a sound marketing strategy.” Explain the statement. (16)

UNIT – II

- VI. Discuss the major pricing methods generally employed by the marketer. (16)
- VII. Explain the concept of ‘Promotion Mix’. Briefly explain the various constituents of promotion mix. (16)
- VIII. Write detailed notes on: -
 - (a) Advertising Vs Salesmanship
 - (b) Relationship marketing (8+8)
- IX. What are the major channels of distribution? Briefly describe the factors influencing the choice of a channel distribution. (16)
- X. What is the relationship between marketing strategy and public policy? How these two help in managing sales? (16)

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