

(i) Printed Pages : 2

Roll No.

(ii) Questions : 10

Sub. Code :

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Master of Commerce Ist Semester

1128

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-I

1. The marketing mix is one of the major concepts in modern marketing. Justify the statement.
2. What are the components of marketing information system ? How can marketing decision support system help marketing manager make better decisions ?
3. What do you mean by marketing plans ? What factors do you consider as a marketing manager while preparing a marketing plan for your organization ?

UNIT-II

4. How do macro environmental forces provide opportunities and pose threats to a company ?

5. What are buying motives ? Explain Henery Assael's classification of buying behaviour.

UNIT-III

6. Explain the diffusion process and adoption process.
7. Explain the different marketing strategies to be followed during different stages of product-life-cycle.

UNIT-IV

8. Explain different pricing strategies available to a new product manufacturer.
9. What consideration should be taken into account while selecting channels of distribution ? Explain them with suitable example.
10. Discuss the various measures that can be adopted to improve ethical conduct in advertising.

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