

1128

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. Assume that you are a consultant in marketing. A deodorant product segmented for teenagers is to be launched through online marketing. Suggest that how the decision of celebrity and costing can be decided. (16)
- II. Define the term marketing research. Explain the steps in the process of marketing research. (16)
- III. Define the term 'marketing'. State its importance in a developing economy. (16)
- IV. What marketing strategies are appropriate at an introduction state of a product life cycle? (16)
- V. Highlight the factors influencing consumer behaviour. (16)

UNIT - II

- VI. "Advertising and sales promotion are inevitable in marketing". Evaluate with example. (16)
- VII. What do you mean by promotion mix? Explain the factors effecting to it. (16)
- VIII. Discuss the various techniques of demand forecasting in detail. (16)
- IX. Write short notes on: -
 - (a) Call planning
 - (b) Relationship marketing(8+8)
- X. What are the major channels of distribution? Briefly describe the factors influencing the choice of a channel distribution. (16)

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