

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14

Sub. Code :

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Exam. Code :

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Bachelor of Commerce 4th Semester

1059

MARKETING MANAGEMENT

Paper-BCM-405

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (1) Attempt **four** questions from Unit-I. Each question carries 5 marks.

(2) Attempt **two** questions each from Unit-II and Unit-III. Each question carries 15 marks.

UNIT-I

1. Define marketing mix.
2. How sociological factors influence the buying decision ?
3. What is target marketing ?
4. What are the objectives of marketing logistics ?
5. What are the elements of good advertising copy ?
6. What is rural marketing ?

4×5=20

UNIT-II

7. Discuss the nature and scope of marketing in today's globally competitive world.
8. Discuss the importance of marketing research. What is the contribution of marketing research in decision making ?

9. "Market segmentation is basic to all marketing strategy." Discuss.
10. Define product planning. Discuss the steps involved in new product development process. $2 \times 15 = 30$

UNIT-III

11. Discuss various methods of pricing.
12. What factors influence channel design decisions? What are the major channel alternatives?
13. Discuss various types of advertising media.
14. Discuss various issues in marketing in a developing economy. $2 \times 15 = 30$

UNIT-I

UNIT-II