

1059

B. Voc. (Retail Management)

Sixth Semester

RSC-604: Marketing Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Answer any four of the following:-

- a) What is market segmentation? List the basis of segmentation.
- b) Explain briefly the steps in new product development process.
- c) List down the techniques of sales promotion.
- d) Differentiate between wholesaler and retailer.
- e) Explain in brief the various facets of consumerism.
- f) What is societal marketing?

(4x4)

UNIT – I

II. Define marketing. Explain in detail how marketing philosophies have evolved over time. (16)

III. What is consumer behaviour? Explain in detail the factors influencing behaviour of retail consumers. (16)

UNIT – II

IV. What is Product Life Cycle? Explain the different stages of PLC and its implications for retailers. (16)

V. Define the terms 'price' and 'pricing'. Explain in detail the various pricing policies and strategies. (16)

UNIT – III

VI. Define the term advertising and give its features. Discuss the importance of advertising to a retail organization. (16)

VII. What do you mean by channels of distribution? Which factors influence the decision to choose a particular channel of distribution? (16)

UNIT – IV

VIII. What is marketing control? Explain the techniques of marketing control. (16)

IX. Discuss in detail emerging trends and issues in marketing. (16)

x-x-x