

1127

B. Voc. (Retail Management)
Fifth Semester
BIR-303: Marketing Management

Time allowed: 3 Hours

Max. Marks: 80

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

x-x-x

I. Attempt any four questions from the following:-

- a) Define marketing mix
- b) What are the techniques of sales forecasting?
- c) What do you mean by Penetration Pricing?
- d) Differentiate between marketing and selling.
- e) Green marketing
- f) What do you mean by publicity?

(4x5)

UNIT – I

II. What is a new product? Discuss the steps involved in new product development process. Why does a new product fail? (15)

III. Write short notes on:-

- a) Factors affecting consumer buying decisions
- b) Basis of market segmentation

(15)

IV. Write short notes on:-

- a) Marketing mix with suitable examples
- b) Importance of pricing

(15)

UNIT – II

V. Write short notes on:-

- a) Methods of sales promotion
- b) Role of CRM in marketing

(15)

VI. Discuss the various types of promotion tools and their importance. (15)

VII. Differentiate between wholesalers and retailers. Also explain the various types of intermediaries. (15)

x-x-x