

(i) Printed Pages : 3]

Roll No.

(ii) Questions : 10]

Sub. Code :

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Exam. Code :

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**Master of Commerce 1st Semester
Examination**

1127

MARKETING MANAGEMENT

(Same For USOL Candidates)

Paper : M.C-105

Time : 3 Hours]

[Max. Marks : 80

Note :- Attempt five questions in all, selecting at least one question from each Unit. Each question carries equal marks.

Unit-I

1. 'Marketing is managing profitable customer relationships'. Discuss with examples.
2. Discuss how Market Segmentation, Target Marketing and Positioning are interrelated. Give examples.

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Turn Over

3. Discuss the concept of Marketing Information System.
Explain its various components and their role in Marketing Management.

Unit-II

4. Discuss the factors affecting the consumer expenditure pattern in the society. How this change is affecting the marketing strategies ?
5. Describe in detail the concept of Consumer Behaviour.
Discuss the Stimulus-Response Model, with a diagram.

Unit-III

6. "Package is a silent salesman". Do you agree ? If yes, why ? If not ? Why not ?
7. Discuss the various product differentiation strategies used by the companies.
8. Describe the various stages of Product Life Cycle in detail. What are the factors contributing to a product's declining stage ? Can they be managed ?

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Unit-IV

9. What is meant by price discrimination ? Discuss the different types of price discrimination.
10. What are the promotional strategies ? Discuss the factors to be considered while determining the promotion mix strategy of a company.

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Unit-I

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