

1127

M.Com. (Master of Entrepreneurship &amp; Family Business)

1<sup>st</sup> 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. What is marketing mix? Explain the various elements of marketing mix taking the example of latest smart phones. (6+10)
- II. What are the unique characteristics of services? Explain any two in detail. (6+10)
- III. What do you mean by test marketing? When should companies not go in for test marketing? (8+8)
- IV. Product Life Cycle is an attempt to recognize the distinct stages in the sales history of the product. Elaborate and explain the stages of the Product Life Cycle. (16)
- V. Discuss the different consumer behavior models. (16)

**UNIT - II**

- VI. Explain the concept of 'Call Planning'. Why is it important to have a formal sales presentation after a call? Also classify the sales presentations into different categories. (6+4+6)
- VII. What are the various factors which govern the choice of a channel of distribution? (16)
- VIII. Why is it important for a salesman to handle objections? What are the various ways in which objections can be handled by a salesperson? (8+8)
- IX. 'Pricing is one of the most important P's of marketing'. Explain the various types of pricing policies and strategies to be adopted in pricing. (4+12)
- X. Define the term 'Relationship Marketing'. Why is it needed? (6+10)

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