

2122

B. Voc. (Logistic Management)

Third Semester

Paper-LEM-303: 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. Attempt any four of the following:-

- a) Explain briefly the components of physical distribution.
- b) Define marketing mix and briefly explain its components.
- c) What is target marketing?
- d) Explain in brief green marketing.
- e) What are the types of sales promotion? Discuss briefly.
- f) Explain briefly the features of advertising.

(4x4)

UNIT - I

- II. What is marketing? Discuss in detail the challenges and opportunities faced by modern marketers. (16)
- III. What is consumer behaviour? Explain the factors influencing consumer behaviour. (16)

UNIT - II

- IV. What is market segmentation? Discuss the various bases for segmenting consumer markets. (16)
- V. Explain in detail the concept and implications of Product Life Cycle. (16)

UNIT - III

- VI. Explain in detail the various pricing policies and strategies. (16)
- VII. What are the different types of channels of distribution? What are the different factors influencing the choice of an intermediary? (16)

P.T.O.

(2)

UNIT - IV

- VIII. What is public relations? Explain the various tools of public relations. (16)
- IX. Write notes on any two:-
- a) On-line Marketing
 - b) Customer Relationship Marketing
 - c) Retail Marketing (16)

x-x-x