

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14

Sub. Code :

0	8	2	7
---	---	---	---

Exam. Code :

0	0	1	4
---	---	---	---

Bachelor of Commerce 4th Semester
(2053)

MARKETING MANAGEMENT

Paper : BCM-405

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (i) Attempt any **FOUR** questions from Section A. Each question carries **5** marks.

(ii) Attempt any **TWO** questions from Section B. Each question carries **15** marks.

(iii) Attempt any **TWO** questions from Section C. Each question carries **15** marks.

SECTION—A

1. Characteristics of marketing.
2. Objectives of marketing research.
3. Speculative buying.
4. Role of promotion in marketing a product.
5. Causes of channel conflict.
6. Social media marketing.

SECTION—B

7. 'Marketing philosophy has undergone a gradual change since Industrial Revolution'. Elaborate the statement.
8. Explain in detail the variables of product mix.
9. Define market segmentation and explain the basis on which market segmentation can be done.
10. Discuss the possible marketing strategies at various stages of product life cycle.

SECTION—C

11. What is meant by product pricing? Discuss the systematic approach to price a product.
12. Highlight the factors governing the choice of channel of distribution.
13. 'It is generally believed that money spent on advertising a product is an investment, whereas few think it is wasteful expenditure'. Discuss the statement.
14. Write short notes on :—
 - (a) Strategies to manage channel conflict.
 - (b) Process of marketing communication.