

2053

B. Voc. (Retail Management) Sixth Semester
RSC-604: 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 the following:-

- (a) Marketing environment in today's time.
- (b) Process of marketing.
- (c) Pricing strategies.
- (d) Elimination of intermediaries.
- (e) Challenges of rural marketing.

(4x4)

UNIT - I

- II. 'Marketing does not mean selling. It focuses on creation of a customer'. Clarify this statement. (16)
- III. Discuss the importance and difficulties in understanding buying behavior. Explain the techniques to understand buying behavior. (16)

UNIT - II

- IV. What is Product Life Cycle? Explain New Product Development Process in detail. (16)
- V. What is branding. Explain various brand strategies with examples. (16)

UNIT - III

- VI. Elucidate the factors affecting Promotion mix. What is its role in modern day marketing? (16)
- VII. Advertising is a double edged sword. Comment. (16)

UNIT - IV

- VIII. 'Marketing has lead to exponential increase in Consumerism'. Do you agree? Justify your answer with relevant examples. (16)
- IX. What are the most effective online marketing tools? Give reasons for its growth and advantages v/s conventional marketing? (16)

x-x-x