

(i) Printed Pages : 2

Roll No.

(ii) Questions : 10

Sub. Code :

3	8	0	5
---	---	---	---

Exam. Code :

0	5	0	1
---	---	---	---

Master of Commerce 1st Semester

VI(2123)

MARKETING MANAGEMENT

(Same for USOL Candidates)

Paper : M.C.-105

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt any five questions at least one question each from each Unit.

UNIT—I

I. Write short notes on :—

(a) Marketing Vs. Selling. 8

(b) Marketing Information System. 8

II. " The marketing challenges can be managed." Comment. 16

III. What are 4Ps of Marketing Mix as given by McCarthy ? Also explain the Marketing Mix beyond 4Ps. 16

UNIT—II

IV. How do you define Indian Marketing Environment ? What are its components ? 16

V. Explain the various techniques of market demand forecasting with the help of suitable examples. 16

VI. What is Consumer Behaviour ? What are the determinants of Consumer Behaviour ? 16

UNIT—III

VII. What do you know about Product Planning ? What are the steps involved in New Product development. 16

VIII. Write notes on :—

(a) Brand Strategies & Management. 8

(b) Management of Services. 8

UNIT—IV

IX. Write notes on :—

(a) Promotion Mix. 8

(b) Pricing strategies. 8

X. What consideration should be taken into account while selecting channels of distribution ? Explain them with suitable examples. 16