

417-31 (Evening)  
14/12/2023

Exam. Code: 0311

Sub. Code: 2689

2123

M.Com. (E. &F.B.) First 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. All questions carry equal marks.*

x-x-x

### UNIT-I

- I. Define Marketing. Discuss the role of marketing management in organization.
- II. "Marketing has gone beyond the 4Ps to achieve competitive advantage." Comment and discuss.
- III. Define Consumer buying behavior. Discuss different stages of consumer decision making process.
- IV. There are certain reasons as to why marketing has been neglected as the engine of growth in Developing countries. Explain.
- V. Discuss how Market Segmentation, Target Marketing and Positioning are interrelated. Give examples.

### UNIT - II

- VI. Explain various Pricing Strategy adopted by the companies in Indian business environment. Also give examples of each of them.
- VII. Discuss various channel design decisions. What are different types of channels a company can opt for? Give examples.
- VIII. Explain the various techniques of market demand forecasting with the help of suitable examples.
- IX. 'Advertising is wasteful expenditure'. Comment and justify your opinion with suitable examples.
- X. a) Write a note on tools of sales promotion  
b) Write a note on tools of publicity.

x-x-x