

CAD-31 (Evening)
20/12/23

Exam. Code: 1381
Sub. Code: 9442

2123
B. Voc. (Logistic Management)
3rd Semester
LEM-303: Marketing Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit.

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- I. Attempt any four of the following: -
- (a) Discuss the scope of marketing.
 - (b) What is market segmentation?
 - (c) Write a short note on green marketing?
 - (d) What is CRM?
 - (e) Difference between a service and a product.
 - (f) What is marketing research? (4×4)

UNIT - I

- II. Discuss the buying decision process. What factors influence the buying behavior? (16)
- III. What is marketing mix? What are the various elements of marketing mix? (16)

UNIT-II

- IV. What is product packaging? What are the essentials of good packaging? (16)
- V. What is new product development? Explain the various steps involved in new product development process. (16)

UNIT-III

- VI. What is pricing? Explain the various pricing policies and strategies. (16)
- VII. What is channel-conflict? What are conflict management strategies? (16)

UNIT-IV

- VIII. What do you understand by promotion? Explain the components of promotion mix. (16)
- IX. What is online marketing? What is its scope and importance? (16)

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