

(i) Printed Pages : 2

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(ii) Questions : 9

Sub. Code : 

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Exam. Code : 

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Bachelor of Commerce 4<sup>th</sup> Semester

(2054)

**MARKETING MANAGEMENT**

**Paper : BCM-405**

**Time Allowed : Three Hours]**

**[Maximum Marks : 80**

**Note :—** The question paper has *three* Sections. Students are required to attempt 4 questions of 5 marks each from Section A and 2 questions from Section B and 2 questions from Section C carrying 15 marks each.

**SECTION—A**

1. (i) Differentiate between sales and marketing.  
(ii) Define the stages of the product life cycle.  
(iii) What is STP ? Outline.  
(iv) What are the factors which influence pricing strategy of a company ?  
(v) What is a channel conflict ? Can it be beneficial ?  
(vi) Outline opportunities and threats posed by mobile marketing.

**SECTION—B**

2. Explain different philosophies of marketing. Outline role of these philosophies in the marketing process.

3. Outline the stages of the new product development process. Discuss the importance of each stage and explain how companies can mitigate risks throughout the process.
4. Compare and contrast the targeting strategies of undifferentiated, differentiated, and concentrated marketing. Explain when each strategy might be most appropriate for a company, supporting your answer with relevant examples.
5. Describe the stages of the consumer decision-making process. Explain the concept of psychological factors influencing consumer behaviour.

### SECTION—C

6. Compare and contrast penetration pricing and price skimming as pricing strategies.
7. Explore the concept of personal selling and its role in relationship marketing. Discuss how personal selling contributes to building strong customer relationships, and analyse the skills and characteristics of effective sales people.
8. Outline different distribution channels company can choose from. What are the factors which influence choice of a distribution channel ?
9. Discuss the strategic importance of social media marketing for businesses in the modern digital landscape. Explore how businesses can use social media platforms to enhance brand visibility, engage with customers, and drive sales.