

(i) Printed Pages : 2 Roll No. ....

(ii) Questions : 10 Sub. Code : 

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Exam. Code : 

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**Master of Commerce 1<sup>st</sup> Semester**  
**(2124)**

**MARKETING MANAGEMENT**

**(Same for CDOE Candidates)**

**Paper-M.C. -105**

**Time Allowed : Three Hours] [Maximum Marks : 80**

**Note :—** Attempt **FIVE** questions in all, selecting at least **ONE** question from each Unit. All questions carry equal marks.

**UNIT—I**

1. Define Marketing. Explain the evolution of Marketing Approaches.
2. What do you mean by Marketing Information System ? How is the Marketing Information System helpful for the Marketing Manager ?
3. What is Marketing Mix ? Is the concept of Marketing Mix dynamic or static ? Explain your answer with suitable examples.

**UNIT—II**

4. What is Marketing Environment ? How do changes in the economic and social-cultural aspects affect marketing decisions ? Justify your answer with suitable illustrations.
5. What is Demand Forecasting ? Explain the quantitative methods of demand forecasting.

6. What is Consumer Buying Behaviour ? What are the factors that affect Consumer Buying Behaviour ?

### **UNIT—III**

7. Write notes on :
- (a) Maturity stage of product life cycle.
  - (b) Idea generation and screening.
8. What is a Product ? Explain the different ways in which products can be classified.

### **UNIT—IV**

9. What is Pricing ? Explain the various factors that influence pricing.
10. What is Public Relations ? What are the different elements of Public Relations ?