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

Sub. Code: 2 (ii) Questions : 10 5 0

Exam. Code:

Master of Commerce 1st 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

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

# UNIT—II

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

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- (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?

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