

(i) Printed Pages : 2

Roll No.

(ii) Questions : 10

Sub. Code :

3	8	0	5
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Exam. Code :

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Master of Commerce 1st Semester
(2122)

MARKETING MANAGEMENT

(Same for USOL Candidates)

Paper : MC-105

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt any **five** questions by selecting at least **one** question from each Unit. All questions carry equal marks.

UNIT—I

1. What is Marketing Management ? Discuss the various approaches to marketing and the various newer methods adopted by the marketers after Covid-19.
2. What is Marketing Planning ? Discuss the various components/ parameters of marketing planning and the role of each of these components in making an effective marketing plan.
3. Write short notes on the following :
 - (a) Marketing Information System
 - (b) Marketing beyond 4Ps.

UNIT—II

4. Write an elaborated note on the process of analysing marketing environment. Discuss the role of socio-cultural factors on the marketing opportunities of a firm.
5. What do you mean by buyer behaviour ? Discuss the various components which impact the buying behaviour of a consumer.

UNIT—III

6. What is a product ? Discuss the various categories of product and the marketing implications for each product category.
7. Write short notes on the following :
 - (a) New Product Development
 - (b) Product Life Cycle

UNIT—IV

8. What is pricing ? Discuss the various pricing policies and strategies worth considering for fixing the price of FMCGs.
9. Discuss the various promotional strategies. Discuss the relative significance of each of the four components of promotion mix i.e. Advertising, Sales Promotion, Publicity and Personal Selling.
10. Write short notes on the following :
 - (a) Channels of distribution and logistics
 - (b) Influencing factors for deciding among cost and speed while selecting a distribution channel.