

2072
B. Voc. (Retail Management)
6th Semester
RSC-604: Marketing Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

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I. Attempt any four of the following: -

- (a) Define marketing.
- (b) Explain in brief the process of marketing management.
- (c) Types of products
- (d) Distinguish between online marketing and direct marketing.
- (e) Define advertising.
- (f) Tools of sales promotion. (4×4)

UNIT – I

- II. What do you understand by marketing mix? Explain in detail the various components of marketing mix. (16)
- III. Discuss in detail the various marketing philosophies and their application in the global environment. (16)

UNIT – II

- IV. What is product life cycle? Discuss the various phases in product life cycle. (16)
- V. State the various determinants of price. Explain how is pricing done? (16)

UNIT – III

- VI. Discuss the various barriers to communication. How do we overcome these barriers? (16)
- VII. Who are intermediaries? Explain their role in distribution. (16)

UNIT – IV

- VIII. Discuss the process of implementation in marketing management. (16)
- IX. Explain the following: -
 - (a) Consumerism
 - (b) Green marketing
 - (c) Ethics in marketing
 - (d) Publicity (16)

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