

2021
B. Voc. (Logistic Management)
Third Semester
LEM-303: 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.

x-x-x

I. Attempt any four questions from the following:-

- a) Give the difference between marketing and selling?
- b) What is positioning?
- c) Explain the S.R. Model of buying behaviour.
- d) Give the importance of sales promotion.
- e) What is CRM?
- f) What are the benefits of on-line marketing?

(4x4)

UNIT – I

II. Explain the 4 P's in Marketing mix.

(16)

III. Briefly explain the methods and techniques of marketing research.

(16)

UNIT – II

IV. Explain the basis of market segmentation.

(16)

V. Write short notes on:-

- a) Purpose of labeling
- b) Stages in product life cycle.

(2x8)

UNIT – III

VI. Explain the various factors influencing the product pricing decisions.

(16)

VII. What are the causes of channel conflict? How can they be managed?

(16)

UNIT – IV

VIII. Explain in detail the concept of Green marketing.

(16)

P.T.O.

(2)

IX. Write short notes on:-

- a) Need of advertising
- b) Personal selling

(2x8)

x-x-x