

Exam.Code:0501
Sub. Code: 3805

2031
Master of Commerce
First Semester
MC-105: Marketing Management
(Same for USOL Candidates)

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast one question from each Unit.

x-x-x

UNIT – I

- I. Discuss the various approaches to marketing and the role of marketing in business organizations. (16)
- II. Discuss the marketing process and marketing planning. How an organization can better achieve its marketing objectives? (16)
- III. Write short notes on the following:-
 - a) Marketing Information System.
 - b) Marketing Challenges. (16)

UNIT – II

- IV. Why business firms should forecast the market demand for its various products? Discuss the various methods for forecasting marketing demand. (16)
- V. What is marketing environment? Discuss the various constituents of marketing environment and the significance of each in analyzing marketing environment. (16)
- VI. Write short notes on the following:-
 - a) Buyer Behavior
 - b) Analyzing Marketing Opportunities (16)

UNIT – III

- VII. What is a product? Discuss the classification of product. Discuss the process and the various considerations for new product development decision. (16)
- VIII. Write short notes on the following:
 - a) Brand Strategies and Management.
 - b) Management of Services. (16)

P.T.O.

(2)

UNIT – IV

- IX. What do you mean by channel of distribution? Discuss the various considerations for deciding the channel chain and the various members (intermediaries). (16)
- X. Write short notes on the following:-
- a) Promotion Mix.
 - b) Pricing Strategies and Policies. (16)

x-x-x