

Exam. Code: 0311

Sub. Code: 2689

2031

M.Com. (M.E.F.B.) First Semester

FB-103: Business Management - I (Marketing)

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt five questions in all, selecting atleast two questions from each Unit.

x-x-x

**UNIT – I**

- I. What is marketing planning and organization? Discuss how a firm can effectively plan its marketing mix. (16)
- II. What is marketing research? Discuss the various utilities and applications of marketing research. (16)
- III. Discuss the process and the various considerations for new product development decisions? (16)
- IV. Discuss the various determinants of consumer behavior. Discuss any model of consumer behavior which you consider defines Indian Consumers' behavior more closely. (16)
- V. Write short notes on the following:-
  - a) Consumer Behavior in Indian Consumer Markets.
  - b) Marketing Strategy and Public Policy. (2x8)

**UNIT – II**

- VI. Discuss the various important considerations while deciding the distribution strategies and channel mix decisions. (16)
- VII. Discuss the significance of fixing price of a product or service. Discuss the various pricing policies and strategies. (16)
- VIII. What is 'relationship marketing'? Discuss its significance and the best ways to keep good relations with the customers. (16)
- IX. What is meant by 'Salesmanship'? Discuss the effective ways for sales planning and the various tasks of sales force. (16)
- X. Write short notes on the following:-
  - a) Advertising and Sales Promotion.
  - b) Demand Forecasting. (16)

x-x-x