

Exam.Code:0014

Sub. Code: 0827

2071

Bachelor of Commerce

Fourth Semester

BCM-405: Marketing Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section-A. Attempt two questions each from Section B and C respectively.

x-x-x

Section – A

I. Attempt any four of the following:-

- a) Differentiate between marketing and selling.
- b) What is product packaging and labelling?
- c) What is advertisement copy?
- d) What is market segmentation?
- e) Define Brand equity.
- f) Explain briefly social media marketing.

(4x5)

Section - B

II. Explain the concept of marketing mix. Discuss the various elements of marketing mix in detail. (15)

III. What do you understand by consumer behavior? Explain the various steps of consumer decision making process with examples. (15)

IV. Discuss the various stages of product life cycle. Highlight the characteristics of each stage. (15)

V. What do you understand by branding? Explain various brand strategies. (15)

Section - C

VI. Discuss various objectives of pricing. Describe various methods and strategies of pricing. (15)

P.T.O.

(2)

- VII. What do you understand by marketing intermediaries? Explain various types of intermediaries. (15)
- VIII. What is sales promotion? Describe in detail the objectives and methods of sales promotion. (15)
- IX. Explain the concept of online marketing. Discuss the need and advantages of online marketing. (15)

x-x-x