

2071

B. Voc. (Retail Management) Sixth Semester

RSC-604: Marketing Management

Time allowed: 3 Hours

Max. Marks: 80

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

x-x-x

I. Attempt any four the following:-

- a) Define Marketing Mix.
- b) What is market positioning?
- c) What do you mean by brand management?
- d) How is the price of product fixed?
- e) Distinguish between advertising and personal selling.
- f) Online marketing.

(4x4)

UNIT - I

II. Define marketing management. Discuss the steps in marketing management process.

(16)

III. What do you mean by marketing environment? Explain the factors influencing market environment.

(16)

UNIT - II

IV. What is product life cycle? Explain the process of new product development. (16)

V. Discuss in detail the pricing policies and strategies of product followed in an organization. (16)

UNIT - III

VI. Discuss the process of communication. What are the various barriers to communication and how do we overcome them? (16)

VII. Discuss in detail the various types of promotion tools. (16)

UNIT - IV

VIII. Discuss in detail the techniques of marketing control in an organization. (16)

P.T.O.

(2)

IX. Write short notes on:-

- a) Ethics in marketing
- b) Green marketing
- c) Rural marketing
- d) Customer relation marketing

(4x4)

x-x-x