

This question paper contains 4 printed pages]

Your Roll No.

4093

M.Com. : Semester-II (NC) G

Paper No. 4203

MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

(Write your Roll No. on the top immediately on receipt of this question paper.)

All questions carry equal marks.

1. Write short notes on any five of the following :

- (a) Marketing Myopia
- (b) Holistic marketing
- (c) Promotion mix
- (d) Product mix
- (e) Retailing and Wholesaling
- (f) Ethical issues in distribution decisions
- (g) Integrated Marketing Communication.

P.T.O.

2. Discuss core concepts of marketing with examples. Why is it important for a firm to be aware of its macro and micro environment ? Discuss elaborating all the factors of marketing environment with suitable examples. 20

Or

- (a) Customer is the king of the market and a focal point of all the marketing activities. Justify this statement and discuss the relevant factors which affect the buying behavior and consumption patterns in India. 10
- (b) Elaborate major considerations while selecting a distribution channel for consumer products. What is the criteria which can be used for the evaluation of channel partners ? Provide examples to support your answer. 10
3. Explain in detail the pre-requisite that need to be kept in mind while targeting the rural customers. Keeping this in mind, develop a marketing-mix plan for a new brand of wrist watch. 20

Or

- (a) What is a product layer concept ? How is it significant to a marketer ? 6
- (b) Briefly discuss various types of store and non-store based retailers. 7
- (c) Differentiate between customer buying and industrial buying. 7
4. Attempt any *two* of the following :
- (a) What do you understand by sales promotion ? How is it different from advertising ? Also shed light on non-paid form of promotion. 10
- (b) Elaborate the process of new product development. Provide examples of support you answer. 10
- (c) Write short notes on any *two* : 2×5=10
- (i) Services Marketing
- (ii) Social Media Marketing
- (iii) Green Marketing.

P.T.O.

5. Attempt any *two* of the following :
- (a) Discuss in detail all the factors that are important and always considered while making pricing decisions. 10
 - (b) A major issue in marketing and consumer behavior today is acceptance of new products and services. Explain the stages and processes that a consumer passes through for adopting a new product and service. 10
 - (c) Explain in detail the various marketing mix strategies used by the marketer in different stages of Product Life Cycle. 10