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- (a) Write an essay on the role of social media marketing in today's too fierce globally competitive markets. (10)
- (b) Highlight various Ethical issues in distribution decisions. (10)

(800)

[This question paper contains 4 printed pages.]

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Your Roll No.

M.COM. : SEMESTER – II (NC) F

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.)

1. (a) Elaborate the concept of Services Marketing-Mix with special reference to online grocery store. Also highlight the corresponding C's to all 7 P's of marketing-mix. (10)
- (b) Marketing is not confined to a particular department of a company rather it has become the core of any organization. In the light of this statement, write an essay on evolution of marketing in today's global scenario. (10)

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OR

Explain various Pricing Methods adopted by marketers in detail. Provide examples for each of them. Also suggests the marketing strategies with which these different pricing methods are adopted. (20)

2. Elaborate the various micro and macro environmental factors to be considered by a company for its strategic planning. Explain in view of FDI in retail industry in India. (20)

OR

Elucidate the concept and different stages of Product Life Cycle (PLC) with reference to Nestle's Maggi brand. (20)

3. Grabbing the attention of consumer and convincing him for buying a product comes with challenges. Explain the promotion-mix strategies for combating the same. Quote relevant examples to support your answer. (20)

OR

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Differentiate between Segmentation, Targeting and Positioning. Explain in detail the various bases on which segmentation is done, provide examples. (20)

4. Discuss in detail the journey and evolution of retailing in India in the light of different trends, patterns and shifts from *bricks-and-mortar* to *bricks-and-clicks* and further a paradigm shift from clicks-on-the-PC to swipes-on-the-phones. (20)

OR

- (a) Illustrate the concept of 'marketing myopia' with the help of suitable examples ? (10)

- (b) Explain the core concepts of marketing and provide examples for each of them. (10)

5. What do you understand by the term 'consumer roles' ? Differentiation between individual buying and industrial buying. Explain in detail the industrial buying process, provide examples. (20)

OR