

19/05/2016

[This question paper contains 3 printed pages.]

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Your Roll No. ....

**M.COM. : SEMESTER – II (OC) F**

Paper No. – 6204

Marketing Management

Time : 3 Hours

Maximum Marks : 100

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

*Attempt all questions.*

*All questions carry equal marks.*

1. (a) Why environmental scanning is important for marketers? Discuss some external and internal environmental factors that affect marketing decisions. Give suitable examples. (20)

**OR**

- (b) "Pricing is an integral component of marketing strategy." Discuss how a firm's pricing is affected by various factors. (20)

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2. Discuss which market segmentation bases companies are using in case of the following products : (Do any **four**)

(a) Magazines

(b) Toothpastes

(c) Insurance Products

(d) Toys

(e) News (4×5=20)

3. (a) How modern marketing concept has evolved ?  
Explain various stages in the evolution of the marketing concept. Give suitable examples. (20)

**OR**

(b) How companies develop new products and manage the process of developing new products ? (20)

4. (a) Explain why companies use marketing channels and discuss the functions these channels perform. (10)

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(b) Discuss the importance of retailing and the future of retailing in India. (10)

**OR**

(c) Consumers follow all steps of decision making while making purchase of any product. Do you agree ? Explain with the help of suitable examples. (10)

(d) Explain the difference between a "pull" and a "push" promotional strategy. Under which conditions should each strategy be used ? (10)

5. Write short notes on the following : (Do any **two**)

(a) Services Marketing

(b) Green Marketing

(c) Holistic Marketing (2×10=20)

(100)