

M.Com: Semester II (OC)
Paper No.:6204
Subject: Marketing Management

E

S.No. 7740

Time Allowed: 3 Hrs.

Max. Marks: 100

Instructions: Attempt all questions. All questions carry equal marks.

1. (a) Differentiate between marketing of consumer and industrial products. (10)
 (b) Discuss various issues involved in designing a distribution channel strategy for a consumer goods marketing firm. (10)
 OR
 (c) What do you mean by Integrated marketing communication (IMC)? Discuss different types of sales promotion scheme. (10)
 (d) Explain various types of marketing channels and the factors influencing the choice of a marketing channel. (10)
2. (a) What is meant by consumer buying behavior? Discuss the role of social, cultural and psychological factors in taking a purchase decision by a consumer. (20)
 OR
 (b) Why it is necessary for a marketer to scan marketing environment? Describe the major micro and macro environmental forces. (20)
3. (a) Explain how modern marketing concept has evolved? (Give suitable examples) (20)
 OR
 (b) Define advertising. Explain nature and importance of advertising. Distinguish between Advertising and personal selling. (20)
4. (a) Explain the three steps in target market selection – market segmentation, market targeting and product positioning with suitable examples. (20)
 OR
 (b) Explain major pricing strategies used by marketers. Give suitable examples. (20)
5. Write short notes on any two of the following: (2x10)
 - (a) Marketing Process
 - (b) Rural Marketing
 - (c) Labelling