

SECTION-C

Note: Long answer type questions. Attempt any three questions. 3x10=30

- Q.3 Explain 'management of physical distribution'.
- Q.4 Discuss different methods of price determination.
- Q.5 Explain internal and external factors effecting marketing environment in India.
- Q.6 Discuss marketing strategies for different stages of product life cycle in brief.
- Q.7 Give short notes on:- (Do any two)
- a) Advertising copy
 - b) E-marketing strategies
 - c) Methods of personal selling.

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Roll No.

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3rd Sem. / DBM DBM(IPM)

Subject : Marketing Management

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1 a) Define marketing management.
- b) Eco-marketing concept.
- c) Concept of marketing segmentation.
- d) Product targeting.
- e) What is product life cycle.
- f) Product innovation.
- g) Product planning.
- h) Name any two brand strategies.

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- i) Give any two essentials of good packaging.
- j) Meaning of pricing.
- k) What is single price policy?
- l) Rebates
- m) What is physical distribution?
- n) E-marketing
- o) What is promotion mix.
- p) Define channels of distribution.
- q) Sales promotion techniques.
- r) Personal selling.

SECTION-B

Note: Short answer type questions. Attempt any ten parts
10x4=40

- Q.2
- i) Discuss costs of marketing.
 - ii) Basis for effective market segmentation.

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- iii) What errors do occur in product positioning?
- iv) What is undifferentiated targeting?
- v) Distinguish between a service and a product.
- vi) Modern classification of products.
- vii) Essentials of sound test-marketing.
- viii) What is product mix decision.
- ix) Distinguish between marketing and selling.
- x) Elaborate marketing mix.
- xi) Functions of product packaging.
- xii) Discuss objectives of pricing.
- xiii) Discuss the factors governing the choice of an intermediary.
- xiv) Components of promotion-mix.
- xv) 'Advertising is a social waste' comment.

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