

SECTION-C

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

- Q.3 Explain the various internal factors which effect the marketing environment of a company.
- Q.4 Describe the meaning, importance and approaches of sales forecasting.
- Q.5 Discuss the objectives, benefits as well as Role of advertising in marketing.
- Q.6 What is product mix? Illustrate the concept of Product mix with the help of product life cycle.
- Q.7 Discuss the objectives, importance and benefits of green marketing.

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4th Sem. / 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) Product Positioning.
- b) Modern marketing concept.
- c) Internal marketing environment.
- d) Govt. policy affecting marketing.
- e) Functions of marketing management.
- f) Segmenting consumer marketing.
- g) Social responsible target marketing.
- h) Sales forecasting.

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- i) Product promotion.
- j) Define advertising.
- k) Product Mix.
- l) Product life cycle.
- m) Lease pricing.
- n) Customer-centered New-product development.
- o) Define Salesmanship.
- p) Green Marketing.
- q) Define globalization.
- r) Various types of advertisement.

SECTION-B

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

Q.2 i) What is marketing management process?

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- ii) Factors affecting external market environment.
- iii) Distinguish between selling & marketing.
- iv) Importance of marketing.
- v) Define the term Sales forecasting.
- vi) How would you organise a good marketing deptt.
- vii) Requirements of an effective segmentation.
- viii) What is idea screening.
- ix) Factors affecting pricing decisions.
- x) Features of export marketing.
- xi) Recruitment process of sales personnel.
- xii) Various types of retailer.
- xiii) Scope of physical distribution.
- xiv) Process of networking marketing.
- xv) Develop a sales promotion programme.

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