

Exam. Code : 217602

Subject Code: 6856

M.Com. 2nd Semester

MARKETING MANAGEMENT

Paper—MC-204

Time Allowed—3 Hours]

[Maximum Marks—100

Note :— Attempt **FIVE** questions in total. Each question carries equal marks. Question 1 is compulsory. Attempt any 2 questions out of Section-B and Section-C each.

SECTION—A

1. Attempt any **TEN** questions of the following, each sub question carries 2 marks :— $10 \times 2 = 20$

- (a) Define the terms : Exchange and Transaction.
- (b) Internal marketing.
- (c) Extended P's of marketing mix.
- (d) Push vs. Pull strategies.
- (e) Name the methods to measure promotional results.
- (f) Cause-related marketing.
- (g) What is the role of media in advertising ?

(h) Functions of Physical distribution.

- (i) Of the various roles played by consumers in the decision making process, which one is more important and why ?
- (j) Difference between packaging and packing ?
- (k) Competitive positioning.
- (l) Define Segmentation.

SECTION—B

Attempt any **TWO** questions. Each carries **20** marks.

$2 \times 20 = 40$

- 2. What do you mean by customer relationship management ? What are its advantages and disadvantages ? Explain its importance in present day organisations.
- 3. Describe the elements of a company's marketing environment and why marketers play a critical role in tracking environmental trends and spotting opportunities.
- 4. Why there are more steps in the organisational buying process than in the consumer buying process ? Explain why feedback between buyers and sellers is important to the marketing relationship.
- 5. What is the difference between targeting and positioning ? Explain with example by taking any product in India.

SECTION—C

Attempt any **TWO** questions. Each carries **20** marks.

2×20=40

6. Define promotion mix. Discuss in detail with examples the various components of promotion mix.
7. Compare and contrast direct and indirect marketing channels and discuss the types of flows in a distribution channel.
8. Discuss in detail the various issues involved in development of new product.
9. What is sustainable marketing ? Explain how the sustainable marketing concept differs from the marketing concept and the societal marketing concept.