

Exami-geog

Roll No.

Subject Code—2145

M. Com. (Part II) EXAMINATION

MC-203

MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : Attempt Five questions in all. Q. No. 1 is compulsory. All questions carry equal marks.

1. Write short answers to the following :

- (a) What is Social Marketing ?
- (b) What is Direct Marketing ?
- (c) Distinguish between Penetration Price and Skimming Price.
- (d) What is test marketing ?
- (e) Explain the concept of consumerism.
- (f) Distinguish between Advertising and Publicity.

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- (g) Distinguish between Disposable personal income and Discretionary income.
- (h) Explain the scope of Tele Marketing.
- (i) What is market segmentation ?
- (j) What is an advertising copy ?
2. Discuss in detail the developments in the marketing concept. What are the features of holistic approach to marketing ?
3. What are the important features of Rural Marketing ? Discuss its importance and highlight the difficulties in realising the worth of rural markets in India.
4. Why should companies have New Product Development Strategies ? Explain the process of new product development.
5. What do you understand by Buying Motives ? Also explain the factors that influence the buyer behaviour.

6. Explain the concept of Customer Relationship Management. What is its significance ? How this concept can be applied in banking industry ?
7. How would you develop an effective media plan ? Write in detail the steps involved in effective media plan management.
8. Write notes on the following :
- (a) New Trends in Marketing Communication
- (b) Process of Marketing Strategy Formulation.

Roll No.

Subject Code—852-X

M. Com. (Part II) EXAMINATION

MC-203

MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : Attempt *Five* questions in all. Q. No. 1 is compulsory. All questions carry equal marks.

1. Write short notes on the following :
 - (a) Define Tele Marketing.
 - (b) Test Marketing.
 - (c) Modern concept of Marketing.
 - (d) Meaning of Customer Relationship Management.
 - (e) What is a New Product ?
 - (f) Media Effectiveness.

- (g) Meaning of PLC.
 - (h) Concept of Global Strategy.
 - (i) Media Speed.
 - (j) Service Marketing.
2. Discuss the different concepts of marketing. Elaborate the role and relevance of marketing in the post-liberalized Indian Economy.
 3. "Marketing is marketing everywhere", yet rural markets need different emphasis. Why ?
 4. How the marketing-mix should be changed during the various stages of PLC ? Prepare a list of three products at each stage of PLC in India-market.
 5. Give the classification of buying motives. Explain the main difficulties in the way of studying and determining buying motives.
 6. What are the ingredients of the basic model of buyer behaviour ? Comment on the Howard-Sheth model of the buyer behaviour.

7. Discuss different advertising media highlighting their respective advantages and limitations. What factors have to be considered why choosing media mix for an advertising campaign ?
8. Write short notes on any *two* of the following :
 - (a) Challenges in Service Marketing
 - (b) Global Marketing Approach and Application
 - (c) New Trends in Marketing.