

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.

- (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.