

Roll No. ....

Subject Code—8134

**M. Com. (Second Year) EXAMINATION**

(Main/Re-appear Batch 2009 Onwards)

MC-203

**MARKETING MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 70*

**Section A**

**Note :** Write short notes on any *seven* of the following. **7×5=35**

1. What is the societal concept of marketing ?
2. Highlight the different types of Marketing Relationship.
3. New Trends in Retail Marketing.
4. Concept of Product Life-cycle.

5. Global marketing approach and application.
6. Concept of consumerism.
7. Give classification of buying motives.
8. Role of a media manager.
9. New Trends on Marketing Communication.
10. Various advertising campaign approaches.

### Section B

**Note :** Attempt all the questions.

11. What orientations do companies exhibit in the market place ? Also discuss the ways in which companies are responding to the new challenges posed in the market place.

*Or*

Do marketers need different strategies for rural marketing ? Suppose you are a marketer and you have to launch a colour TV in rural market of Haryana, how will you do it ? Explain. 12

12. Critically appraise the process of new product development in the light of the fact that more than 80% of new products fail at market place.

*Or*

Discuss in brief the various factors affecting the consumer behaviour with the help of suitable examples. 12

13. Highlight the scope of Customer Relationship Management in the competitive market scenario of today. What are various challenges and barriers in CRM in Indian Context ?

*Or*

Why has marketing communication recently been receiving more attention as a strategic function of the organisation ? What are the various factors required to be considered while developing an effective media plan ? 11