

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 02

Total No. of Questions : 07

B.Com (2011 & Onward) (Sem.-5)

MARKETING MANAGEMENT

Subject Code : BCOP-503

Paper ID : [B1152]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

SECTION-A**1. Write briefly :**

- a) What is product innovation?
 - b) Discuss the application of e-marketing?
 - c) Differentiate between selling and marketing?
 - d) *"Is marketing everything for a company"*. Justify.
 - e) What is reference group?
 - f) *"Positioning is in the mind of a customer"*. Is it true?
 - g) What do you mean by labeling?
 - h) "Brand" is an invaluable asset of a company. Do you agree?
 - i) What are objectives of packaging?
 - j) What do you mean by Co-Branding?
-

SECTION-B

2. Discuss the concept of segmentation. Also explain the need, importance and bases of segmentation.
3. Define Consumer Buyer Behavior? Explain the factors influencing consumer buyer behavior.
4. What are the various pricing strategies made available with the retailer?
5. What are the stages of new product development process? Explain with suitable examples.
6. Explain the concept of green marketing. Also discuss the various schemes rolled out by our Prime Minister.
7. What do you mean by Promotion Mix? Explain its role in determining the marketing strategies in Indian business with the help of suitable examples.

a2zpapers.com