

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 07

B.Com (2011 & Onwards) (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 have to attempt any FOUR questions.

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

1. Define Marketing. How is marketing different from selling?
2. Briefly discuss Mc Carthy's marketing mix tools.
3. Define a value chain as suggested by Michael Porter. Also list the primary and the support activities of strategic importance in the value chain.
4. List the various macro environmental factors affecting the marketing strategies of an organization.
5. Define a culture, subculture and social class. How do these affect the consumer purchase behavior?
6. Define Motivation? Discuss the various theories of motivation in brief which describe the consumer purchase behavior.
7. List and briefly discuss the various methods of entry into the foreign markets.
8. Define segmenting and targeting of markets. List the various basis of segmenting consumer markets.
9. Define a brand and branding. What are the advantages of branding a product?
10. What do you understand by Green Marketing?

SECTION-B

2. Differentiate between traditional and internet based marketing.

Online marketing provides marketers with opportunities for much greater interaction and individualization with customers. Discuss.

3. Discuss the consumer buying decision process. What factors affect this process and why is it important for the marketers to understand them?
4. a) Briefly describe the company's micro and macro environmental factors that affect the company's ability to serve its customers.
b) The environmental factors change fast. How does a company respond to the changing environmental factors?
5. Discuss the various methods of pricing a product.
6. Discuss the New Product Development process in detail.
7. Define Advertising. How do organizations stepwise develop an advertising program?

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