

Exam. Code : 217602

Subject Code: 6856

M.Com. 2nd Semester

MARKETING MANAGEMENT

Paper—MC-204

Time Allowed—3 Hours] [Maximum Marks—100

Note :— Attempt **FIVE** questions in total. Each question carries equal marks. Question **1** is compulsory. Attempt any **2** questions out of Section-B and Section-C each.

SECTION—A

1. Attempt any **TEN** questions of the following, each sub question carries **2** marks :— $10 \times 2 = 20$
- (a) Define the terms : Exchange and Transaction.
 - (b) Internal marketing.
 - (c) Extended P's of marketing mix.
 - (d) Push vs. Pull strategies.
 - (e) Name the methods to measure promotional results.
 - (f) Cause-related marketing.
 - (g) What is the role of media in advertising ?

- (h) Functions of Physical distribution.
- (i) Of the various roles played by consumers in the decision making process, which one is more important and why ?
- (j) Difference between packaging and packing ?
- (k) Competitive positioning.
- (l) Define Segmentation.

SECTION—B

Attempt any **TWO** questions. Each carries **20** marks.

2×20=40

2. What do you mean by customer relationship management ? What are its advantages and disadvantages ? Explain its importance in present day organisations.
3. Describe the elements of a company's marketing environment and why marketers play a critical role in tracking environmental trends and spotting opportunities.
4. Why there are more steps in the organisational buying process than in the consumer buying process ? Explain why feedback between buyers and sellers is important to the marketing relationship.
5. What is the difference between targeting and positioning ? Explain with example by taking any product in India.

SECTION—C

Attempt any **TWO** questions. Each carries **20** marks.

2×20=40

6. Define promotion mix. Discuss in detail with examples the various components of promotion mix.
7. Compare and contrast direct and indirect marketing channels and discuss the types of flows in a distribution channel.
8. Discuss in detail the various issues involved in development of new product.
9. What is sustainable marketing ? Explain how the sustainable marketing concept differs from the marketing concept and the societal marketing concept.