

Exam. Code : 217602
Subject Code : 5557

M.Com. 2nd Semester (Batch 2021-23)
MC-204 : MARKETING MANAGEMENT

Time Allowed—3 Hours] [Maximum Marks—100

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The **FIFTH** question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. "Holistic marketing calls for shared purpose to every activity and person related to that business." Discuss the statement by highlighting benefits of different components of holistic marketing.
2. Briefly discuss the steps involved in marketing research process. Also highlight the need of systematic market research for success in the business.

SECTION—B

3. Why market segmentation is important in marketing ?
What can be the bases of market segmentation in FMCG sector ?

4. What are the different types of consumer buying behaviour ? Discuss the role of social influence in final buying behaviour of consumer.

SECTION—C

5. "Pricing is the most sensitive decision in marketing that influence purchase decision of consumer." Discuss. What are the different methods that can be used by business to determine price of their product ?
6. What do you understand by Product Life Cycle (PLC) ? Discuss the strategies adopted by marketing manager at different stages of PLC.

SECTION—D

7. What are the components of promotion mix ? Discuss the factors that marketing manager needs to consider while deciding about promotion mix.
8. (a) What are the objectives of social marketing ? Which companies prefer to chose social marketing practices ?
(b) "The target of any business is to bring their product/ services to market through distribution channels. Discuss the role of market intermediaries in the distribution process.