

[illegible]

Total No. of Questions : 07

MARKETING MANAGEMENT

Paper ID : [C0214]

Max. Marks : 60

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.

1. Write briefly :

- i) Define Marketing Management.
- ii) What is mass marketing?
- iii) What is marketing mix?
- iv) What are stages of Product Life Cycle?
- v) Define physical distribution.
- vi) What are features of a good brand name?
- vii) Define services.
- viii) What is positioning?
- ix) Define promotion.
- x) What is societal marketing?

2. What are the various factors in the marketing environment which influence marketing decisions? Elaborate.
3. Identify various factors influencing buying behavior. Explain consumer decision making process.
4. Highlight the purposes of market segmentation. Explain various bases of market segmentation with suitable illustrations.
5. Explain various stages involved in the new product development and launch.
6. What are objectives of pricing? Describe alternative pricing strategies.
7. What are various types of distribution channels used for marketing the products? Explain with examples.