

Roll No.

Total Pages : 02

OMMS/M-20
MARKETING MANAGEMENT
CP-202

13042

Time : Three Hours]

[Maximum Marks : 70

Note Attempt eight questions from Part A (5 marks each) and three questions from Part B (10 marks each).

Part A

Write notes on any of the following :

1. No-Store Retailing.
2. Lobbying as a PR tool.
3. Value vs. Perceived Value Pricing.
4. Packaging as a promotional tool.
5. Product line depth consistency.
6. Strategies recommended for Maturity stage of Product Life Cycle.
7. Marketing Decision Support System.

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8. Types of Positioning.
9. Role of Information Technology in Marketing.
10. Instances of unethical marketing.

Part B

11. How is marketing undergoing a change during Covid-19 era ? Give certain live instances to depict the changed marketing in this period vis-a-viz earlier periods.
12. Discuss in brief various elements of promotion mix. Which of these in your opinion is most crucial in case of marketing of industrial products ?
13. What are the reasons for high percentage of new product failures ? What is the practical way of developing a new product ?
14. Do you see consumers behaving differently during Covid-19 era ? What factors govern consumer buying behaviour ?
15. What factors govern design of a distribution channel ? Throw light on distribution network of any company of your choice.

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