

Roll No.

Total Pages : 03

SMS/M-20

13203

MARKETING MANAGEMENT

IMS-404

Time : Three Hours]

[Maximum Marks : 70

Note Attempt Six questions in all. Q.1 No. compulsory having 20 marks. Q. Nos. 2 to 11 are of 10 marks each. Attempt remaining questions from 2 to 11 by selecting one question from each Unit.

- 1.** Explain the following : **5×4=20**
- (i) Concept of value and exchange
 - (ii) Product levels and its implications for marketer
 - (iii) AIDA concept in communication
 - (iv) Functions of wholesaler
 - (v) Advantages of online marketing to customer and marketer.

Unit I

- 2.** Explain various marketing orientation concepts. Discuss the elements of marketing mix and its importance in marketing.

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3. Discuss the concept of segmentation, targeting and positioning (STP) in brief. Elucidate various demographic and psychographic segmentation variables in detail.

Unit II

4. Discuss the concept of product life-cycle and its application for marketer.
5. Write detailed notes on ~~two~~ any of the following :
 - (i) Market testing and commercialization decisions as part of the new product development process.
 - (ii) Packaging as a marketing tool
 - (iii) Branding—concept and advantages.

Unit III

6. What is the role of sales promotion ? Discuss any consumer oriented tools of sales promotion in detail.
7. Elaborate the process of fixing the final price by an organization.

Unit IV

8. Discuss the concept of retailing and its functions. What are the major factors of consideration by the marketer in retailing decisions ?
9. Elaborate the logistics planning process in detail.

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Unit V

10. Write detailed notes on ~~any~~ of the following :

- (i) Recent trends in internet marketing
- (ii) Green marketing concept, advantages and challenges
- (iii) Network marketing.

11. Explain the role and importance of marketing research.
Explain in detail the marketing research process.