

Roll No.

Total Pages : 03

OSMS/M-20

13209

MARKETING MANAGEMENT

IMS-404

Time : Three Hours]

[Maximum Marks : 70

Note Attempt Five questions in all, selecting one question from each Unit.

Unit I

1. Explain various marketing orientation concepts. Discuss the elements of marketing mix and its importance in marketing.
2. Discuss the concept of segmentation, targeting and positioning (STP). Elucidate various demographic and psychographic segmentation variables in detail.

Unit II

3. Discuss the concept of product level and product mix. Discuss various product line decisions with relevant marketing examples.

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4. Write detailed notes on the following :
- (a) Market testing and commercialization decisions as part of the new product development process.
 - (b) Marketing decisions during the introduction and growth stages of product life-cycle.

Unit III

5. Define Advertising, its various types and functions. Explain the merits and demerits of Internet as a medium for advertising.
6. Discuss the element of pricing mix. Elaborate the procedure of setting a price for a product. Discuss various pricing strategies adopted by a large-scale organization.

Unit IV

7. Delineate the concept of channel levels in consumer markets and functions. Elaborate the steps involved in designing a market channel system.
8. Write detailed notes on any two of the following :
- (a) Channel conflict—type, causes and remedial measures
 - (b) Retailing concept, non-store retailing formats and concerning issues
 - (c) Marketing logistics and its components.

Unit V

- 9.** Define the concept of market information system. What are its components ? What are the advantages of marketing information system ?
- 10.** Write detailed notes on any of the following :
- (a) Internet Marketing and Role of Social Media
 - (b) Network Marketing—concept, merits and demerits
 - (c) Green marketing and its advantages.