

Roll No.

Total No. of Pages: 02

Total No. of Questions: 10

**M.Com (Sem. – 2)**  
**MARKETING MANAGEMENT**  
**Subject Code: MCOP-204-18**  
**M Code: 75934**  
**Date of Examination : 19-12-2022**

Time: 3 Hrs.

Max. Marks: 60

**INSTRUCTIONS TO CANDIDATES:**

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Student has to attempt any ONE question from each Sub-section carrying EIGHT marks each.
3. SECTION-C is COMPULSORY, consists of a Case Study carrying TWELVE marks.

**SECTION-A**

1. Write short notes on the following:

- a) Market vs. Marketing.
- b) Customer Relationship Management.
- c) Rural Marketing
- d) E-commerce
- e) Macro Marketing Environment.
- f) Market Segmentation.
- g) Brand Equity
- h) Marketing Information System

**SECTION-B**  
**UNIT-I**

2. Discuss the Technological, Political and Socio-cultural Environmental Factors influencing marketing.
3. Define Marketing Mix. Discuss the 7 P's of Market Mix in detail.

## UNIT-II

4. Discuss the various stages of the Consumer Buying process in detail.
5. Highlight the importance of Market Segmentation. On what basis are Market usually Segmented? Discuss.

## UNIT-III

6. Discuss the factors affecting Channel Selection for Physical Distribution.
7. What are the various Pricing Objectives of firms? What Pricing Strategies do the firms follow to achieve these objectives?

## UNIT-IV

8. "Rural marketing is more challengeable in comparison with Urban marketing". Comment.
9. Write a short note on:
  - a) Network Marketing
  - b) Viral Marketing

## SECTION-C

### 10. Case Study

Zomato, one of India's leading Food Service Aggregators (FSAs), was engaged in a conflict with restaurant partners over its practice of offering high discounts to customers. On August 15, 2019, hundred of restaurants under the national restaurant association of India (NARI) launched a logout campaign and delisted themselves from platforms of FSAs such as Zomato, EazyDiner, Nearbuy, Magicpin, and Dineout, alleging that the aggregators had distorted the foodservice sector through aggressive discounting and predatory pricing, which hurt the core value proposition and the bottom line of restaurants. Zomato, in particular, came under severe criticism as its premium subscription-based dining out service Zomato Gold (ZG) had 6500 restaurant partners and a total of 1.1 million subscribers in India as of August 2019. As part of the campaign, around 2500 restaurants logout from the ZG service. Zomato's co-founder and CEO Deepinder Goyal urged restaurants to stop the logout campaign in the interest of consumers. He admitted that Zomato had made some mistakes and tweaked the ZG program. However, NARI refused to accept the modified version of the plan, saying that the corrective measures would not solve the key issue of deep discounts. Goyal then said he would stand by the changes made. He even expanded the ZG service to food delivery. However, time was fast running out for Goyal as Zomato ran the risk of being overtaken by rivals. He would have to resolve the issue quickly in the best interests of all the stakeholders.

### Questions

- a) Analyze the pros and cons of sales promotion such as Loyalty Programs and Discounting.
- b) Critically analyze the Zomato Gold Loyalty Program, and understand the reasons for the conflicts between Zomato and its restaurant partners.

**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.**