

Roll No.

Total Pages : 2

MMS/M-15

13754

MARKETING MANAGEMENT

Paper-CP-202

Time Allowed : 3 Hours]

[Maximum Marks : 70

Note : Attempt any **eight** questions of five marks each from Part-A and **three** questions of ten marks each from Part-B

PART-A

1. Explain difference between Marketing and Selling.
2. Explain objectives of Marketing research.
3. Explain the components of Marketing environment.
4. Discuss the essentials of a good Marketing Information System.
5. Briefly explain the determinants of Consumer behaviour.
6. Briefly explain any two stages of Product-Life cycle and their managerial implications.
7. Explain Break-even pricing.
8. Explain the concept of Sales promotion.
9. Discuss the functions of Retailers.
10. Discuss the ethical issues in marketing.

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PART-B

11. 'Marketing is not a function but a business philosophy that needs to be adopted in any organisation.' Comment.
12. Define Marketing information system. Explain its importance and basic components.
13. Discuss the concept of Pricing. Explain the objectives of pricing and factors influencing pricing decisions.
14. What is a channel of distribution? What different channels are available to a manufacturer in distribution of products to the consumers? Explain.
15. (a) 'Is advertising a social waste.' Comment.
(b) Briefly discuss the recent trends in marketing.

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