

Roll No.

Total Pages : 2

MMS/M-14

13254

MARKETING MANAGEMENT

Paper : CP-202

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt any 8 questions from Part A, carrying 5 marks each and attempt any 3 questions from Part B, carrying 10 marks each.

PART-A

1. Define marketing environment. Briefly explain the nature of dynamic marketing environment.
2. Write short note on: Marketing Information System.
3. What is meant by marketing mix? Discuss the forces which affect the marketing mix.
4. "Money spent on advertising is an investment not a waste". Comment.
5. Discuss the buying motives of buyers.
6. What is market segmentation? What criteria are used for segmenting a market?
7. "Product planning is a starting point for all marketing programme". Discuss.
8. What factors should be taken into account while selecting a brand name?
9. Explain briefly the pricing policies to be used in different stages of the life cycle of the product.

13254/2,350/KD/308

[P.T.O.

10. Who is a wholesaler? Discuss the function and various types of wholesalers.

PART-B

11. What do you mean by product development? Explain the stages that come in process of development for any new product.
12. Explain the formulation and implementation of marketing strategy (STP) for any service industry in India.
13. What do you mean by optimum promotion mix? Explain the components and factors affecting promotion mix.
14. Explain the concept and stages of life cycle of a product. Also, discuss the importance of this marketing concept.
15. Discuss the concept and scope of marketing research. Explain limitations of marketing research in India. Also, comment on the utility of web surveys and the use of computers in research at present.

13254/2,350/KD/308

2