

No. of Questions : 10]
(26)

[Total No. of Printed Pages : 3

**Master of Commerce Ist Semester (0501)
Examination**

3805

**MARKETING MANAGEMENT
(Same for USOL Candidates)
Paper : M.C.-105**

Time : 3 Hours]

[Maximum Marks : 80

Note :- Attempt any *five* questions in all selecting at least *one* question from each Unit. Each question carries equal marks.

Unit-I

Discuss the role and relevance of various marketing approaches in present business scenario.

“Marketing has gone beyond the 4Ps to achieve competitive advantages.” Comment and discuss.

Critically analysis the marketing process and marketing planning in case of mobile handset now a days.

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(1)

Turn Over

Unit-II

4. In the present dynamic marketing environment analyse the major factors affecting it in detail.
5. Explain the various techniques of market demand forecasting with the help of suitable examples.

Unit-III

6. What do you mean by new product development ?
Explain its methods with the help of suitable examples.
7. How local brands are different from global brands ?
Explain the importance of each for a business firm.

Unit-IV

8. Discuss the various pricing strategies and the factors influencing each of it.
9. How physical distribution is different from marketing logistics'? Explain.

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(2)

Advertising is wasteful expenditure." Comment and
justify your opinion with suitable examples.