

(i) Printed Pages : 3]

Roll No.

(ii) Questions : 9]

Sub. Code :

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Exam. Code :

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**Bachelor of Commerce 4th Semester
Examination**

1047

MARKETING MANAGEMENT

Paper : BCM-405

Time : 3 Hours]

[Max. Marks : 80

Note :- Section-A : has six short answer questions. Students are required to attempt *four* out of this Section.

Section-B : has four questions. Students are required to attempt *two* out of this section.

Section-C : has four questions. Students are required to attempt *two* out of this section.

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(1)

Turn Over



Section-A

1. (i) How do marketers differentiate between needs, wants and demands ?
- (ii) Outline product life cycle
- (iii) Discuss various basis of market segmentation.
- (iv) Outline communication process
- (v) Outline unique characteristics of rural markets
- (vi) What are various activity or decision centres in physical distribution ?

Section-B

2. Explain marketing management in today's terms. Describe the *five* marketing management orientations.
3. Discuss in detail the marketing research process while highlighting the role of marketing information systems in research process.
4. What are the factors which influence consumer behaviour in post purchase process ? How does consume post purchase behaviour influence the consumer buying behaviour ? Give examples.

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(2)

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5. Discuss new product development process. What factors influence the product development process ? What is a go error and drop error in product development process ?

Section-C

6. Discuss in detail cost based pricing, value based pricing and competition based pricing strategies. In what industry is each one used ? Give examples.
7. Discuss various channel design decisions. What are different types of channels a company can opt for ? Give examples.
8. What do you understand by promo tools ? Discuss in detail various types of advertisements.
9. Write short notes on following :
- (i) Marketing in developing economy
 - (ii) Strategies to reduce channel conflict