

M.Com. 2<sup>nd</sup> Semester

MC-204 : MARKETING MANAGEMENT

Time Allowed—Three Hours] [Maximum Marks—100

**Note** :— Attempt *five* questions in total. Each question carries equal marks. Question 1 in Section-A is compulsory. Attempt any *two* questions out of Section-B and Section-C each.

SECTION—A

1. Attempt any *ten* questions of the following, each sub question carries **2** marks :
  - (a) Define the terms : human need and human wants.
  - (b) Which are the different types of customers ?
  - (c) What are the characteristics of an effective marketing mix ?
  - (d) Selling concept.
  - (e) Who is a decider in organisation buying ?
  - (f) Market vs. Marketing.
  - (g) Speciality goods.
  - (h) Difference between penetration and skimming pricing strategy.
  - (i) AIDA Model.
  - (j) E-commerce.
  - (k) Customer relationship management.
  - (l) Micro marketing environment.

## SECTION—B

2. Describe the significance of the shift from transaction-based marketing to relationship marketing. When does relationship building begin ?
3. Discuss the significance of segmentation, targeting and positioning in a company's marketing strategy.
4. Several competing philosophies such as the selling concept, production concept and product concept exist. How are these different from one another ? How are these different from the marketing concept ?
5. Explain the stages of the consumer buyer decision process and describe how you or your family went through this process to make a recent purchase.

## SECTION—C

6. Discuss the issues relevant to marketing's impact on society as a whole and how marketers respond to these criticisms.
7. Explain with examples various strategies opted by the marketer at the various stages of product life cycle.
8. Critically evaluate the various product pricing strategies that are adopted by marketer.
9. Discuss the significance of channels of distribution in marketing. What are its main components ?