

M.Com. 2nd Semester

MC-204 : MARKETING MANAGEMENT

Time Allowed—3 Hours] [Maximum Marks—100

Note :— Attempt *five* questions, selecting at least *one* question from each Section. The **fifth** question may be attempted from any section. Each question carries **20** marks.

SECTION—A

1. Within the rapidly changing global picture, marketers must monitor several major environmental forces. Discuss.
2. “Losing a customer can dramatically affect a firm’s profits.” In light of this statement describe how firms can build customer satisfaction and value to retain them in the organization ?

SECTION—B

3. Highlight the importance of Market Segmentation. On what bases are markets usually segmented ?
4. Explain the five stage model in the consumer buying decision process.

SECTION—C

5. What is a product life cycle ? How should marketing strategies change according to the product life cycle stage ? Elaborate with the help of suitable examples.
6. To avoid pricing mistakes, a firm should adopt a procedure for setting the most appropriate price. Discuss.

SECTION—D

7. What are the components of promotion mix ? Explain the factors affecting promotion mix.
8. Write notes on :
 - (1) Internal Marketing
 - (2) Cause Related Marketing.