

Exam. Code : 217602

Subject Code : 5620

M.Com. 2nd Semester

MARKETING MANAGEMENT

Paper—MC-204

Time Allowed—2 Hours] [Maximum Marks—100

Note :— There are *eight* questions of equal marks. Candidates are required to attempt any *four* questions.

1. Define Marketing. How has the marketing philosophy changed over time ?
2. Give an overview of the Marketing Research Process.
3. What is Market Segmentation ? Discuss the bases on which consumer markets can be segmented.
4. Explain the various stages of consumer buying behaviour with the help of suitable examples.
5. Describe the marketing strategies which the firms can use at different stages of product life cycle.
6. Explain the various steps that should be used by a company to determine price of a product.
7. Define promotion mix. Explain the factors affecting promotion mix.
8. Write brief notes on :—
 - (a) Cause related marketing
 - (b) Internal marketing.