

M.Com. 2<sup>nd</sup> Semester (Batch 2023-25) (CBGS)

MC-204 : MARKETING MANAGEMENT

Time Allowed—3 Hours]

[Maximum Marks—100

**Note** :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

**SECTION—A**

1. Define Marketing Management. Explain the importance of Marketing Management in the context of internet today.
2. What are various environmental factors influencing marketing decisions ? Why is it necessary to monitor the external environment ?

**SECTION—B**

3. Write short notes on :
  - (a) Market Segmentation
  - (b) Buyer Behavior.
4. Briefly discuss the concept of positioning. What is the positioning of :
  - (i) Santro car
  - (ii) Indian Airlines ?

**SECTION—C**

5. What are various steps in new product development ?  
Explain with example by taking any new product.
6. How pricing is handled in small and large-sized companies ?  
Describe the factors to be considered in price setting.

**SECTION—D**

7. What factors influence the selection of intermediaries ?  
How can channel members be managed effectively ?
8. Write short notes on :
  - (a) Internal Marketing
  - (b) Social Marketing.