

(i) Printed Pages : 2

Roll No.

(ii) Questions : 9

Sub. Code :

0	8	2	7
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Exam. Code :

0	0	1	4
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Bachelor of Commerce 4th Semester

1048

MARKETING MANAGEMENT

Paper-BCM-405

Time Allowed : Three Hours]

[Maximum Marks : 80

- Note :-** (1) Section A has 6 short answer type questions and students are required to attempt 4 questions each.
- (2) Sections B and C have 4 questions each and students are required to attempt 2 questions from each.

SECTION-A

(4×5=20 Marks)

1. (a) Define integrated marketing concept
- (b) Objectives of marketing research
- (c) Errors in positioning
- (d) Product mix
- (e) Channel conflict
- (f) Branding strategies.

SECTION-B

(2×15=30 marks)

2. “Is marketing evolutionary or revolutionary in nature ?” Discuss. Also highlight the importance of the new marketing concept.
3. “Consumer is the core of marketing”. Enumerate the various factors affecting consumer behaviour and the models of consumer behaviour affecting consumer centric strategies.
4. Discuss the basis of segmenting markets and the targeting strategies.
5. What is a new product ? Explain the various steps in new product development process. Why does a new product fail ?

SECTION-C

(2×15=30 marks)

6. What are the objectives of pricing ? Explain in brief the various methods and strategies of pricing.
7. (a) Factors affecting choice of channels of distribution
(b) Components of physical distribution.
8. Differentiate between advertising and personal selling. Give a suitable media mix for launching a new clothing line.
9. (a) Issues in marketing in a developing economy
(b) Tools of sales promotion.