

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14

Sub. Code :

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Exam. Code :

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Bachelor of Commerce 4th Semester
1059

MARKETING MANAGEMENT

Paper-BCM-405

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (1) Attempt **four** questions from Unit-I. Each question carries 5 marks.

(2) Attempt **two** questions each from Unit-II and Unit-III. Each question carries 15 marks.

UNIT-I

1. Define marketing mix.
2. How sociological factors influence the buying decision ?
3. What is target marketing ?
4. What are the objectives of marketing logistics ?
5. What are the elements of good advertising copy ?
6. What is rural marketing ? 4×5=20

UNIT-II

7. Discuss the nature and scope of marketing in today's globally competitive world.
8. Discuss the importance of marketing research. What is the contribution of marketing research in decision making ?

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9. "Market segmentation is basic to all marketing strategy." Discuss.
10. Define product planning. Discuss the steps involved in new product development process. 2×15=30

UNIT-III

11. Discuss various methods of pricing.
12. What factors influence channel design decisions ? What are the major channel alternatives ?
13. Discuss various types of advertising media.
14. Discuss various issues in marketing in a developing economy. 2×15=30