

Roll No.

Total No. of pages: 2

**Exam Code
2592**

**MMS/M11
Marketing Management
Paper: CP-202**

6802

Time: Three Hours]

[Maximum Marks: 70

Note:- Attempt **FIVE** questions in all. Question No. 1 is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a. Define the term Consumerism.
 - b. What is Networking Marketing?
 - c. Explain the societal concept of Marketing.
 - d. What is Holistic Marketing Concept?
 - e. What do you understand by Test Marketing?
 - f. Distinguish between Pull Strategy and Push Strategy.
 - g. What do you mean by Family Package?
2. What is the importance of understanding Marketing Environment? Explain various techniques of Environment Scanning.
3. Distinguish between Marketing Research and Marketing Information System. Explain various steps involved in the Marketing Research Process.
4. What is the difference between the behavior of a consumer and an industrial buyer? Describe various factors that influence the behavior of a consumer.
5. Explain the concept of Product Life Cycle. Describe the stages of Life Cycle through which a product passes. Explain the features of various stages of Product Life Cycle.

6. Explain various methods of Pricing Products. Describe the various pricing strategies that may be followed by a business firm.
7. write notes on the following:
 - a. Cooperation and Conflict Management in the Channel of Distribution.
 - b. Decision Area in Marketing Logistics.
8. What is the role of Promotion in Marketing? Describe the main characteristics of various components of promotion mix.