

Roll No. ....

Total Pages: 2

13754

MBS/M-15  
MARKETING MANAGEMENT  
Paper-CP-202

Time Allowed: 3 Hours]

[Maximum Marks: 70

Note: Attempt any eight questions from Part -A, and any three Questions from Part –B.

**Part-A**

1. Explain difference between Marketing and Selling.
2. Explain objective of Marketing research
3. Explain the components of marketing environment.
4. Discuss the essentials of a good Marketing information System.
5. Briefly explain the determinants of consumer behavior.
6. Briefly explain any two of Product-Life cycle and their managerial implications.
7. Explain Break-even pricing.
8. Explain the concept of Sales promotion.
9. Discuss the functions of Retailers.
10. Discuss the ethical issues in Marketing.

**Part-A**

11. 'Marketing is not a function but a business philosophy that needs to be adopted in any organization.' Comment.
12. Define Marketing information system. Explain its importance and basic components.
13. Discuss the concept of pricing. Explain the objectives of pricing and factors influencing pricing decisions.
14. What is a channel of distribution? What different channels are available to a manufacturer in distribution of products to the consumers? Explain.
15. (a) 'Is advertising a social waste.' Comment.  
(b) Briefly discuss the recent trends in marketing.