

MMS/M09**7664****Marketing Management****Paper : CP-202**

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 answers to the following. Each part carries **two** marks.
 - (a) Differentiate between micro and macro environment of marketing.
 - (b) What do you understand by Test Marketing ?
 - (c) Explain the concept of Consumerism.
 - (d) What do you understand by Product Positioning ?
 - (e) Distinguish between Penetration Pricing and Skimming Pricing.
 - (f) What do you understand by Marketing Mix ?
 - (g) What is Direct Marketing ?
2. Explain the historical developments in the evolution of Marketing Concept. Describe the important features of the latest Marketing concept.
3. Distinguish between Marketing Research and Marketing Information System. How does the Marketing Information System operate in a large marketing organisation ?
4. Explain the strategies which a marketing firm may adopt as its product moves through different stages of its Product life cycle.

5. Define various Pricing objectives. Explain different Pricing strategies that a firm may adopt in order to attain these pricing objectives.
6. What do you understand by Marketing Logistics ? Discuss in detail various decision areas that fall within the management of Marketing Logistics.
7. What is the different between Promotion and Sales Promotion ? Explain various Sales Promotion tools that a company may use for its customers and middlemen.
8. Write notes on any **two** of the following :-
 - (a) Green Marketing
 - (b) Target Marketing Strategies
 - (c) Ethics in Marketing.