

**MMS/M- 13
MARKETING MANAGEMENT**

Paper- CP- 202

Time allowed : 3 hours _____ *[Maximum marks : 70*

*Note : Attempt any **eight** questions from **Part-A**, carrying 5 marks each and attempt any **three** questions from **part-B**, carrying 10 marks each.*

Part-A

1. What do you understand by ‘marketing concept’ ? Discuss the functions of Marketing management.
2. Write short note on: role of information technology in marketing.
3. Explain the concept of marketing mix taking an example of each from the Product and service marketing firms.
4. Discuss the concept of marketing environment by stating the importance of studying it.
5. Through light on the factors responsible for the failure of new product in the market.
6. Explain in brief the various types of brand. Is branding socially desirable?
7. Who is a retailer ? Discuss the functions of retailers towards both consumers and wholesalers.
8. List out factors affecting the choice of channels of distribution.
9. What is the objective of advertising? State the principles of advertising.
10. “Personal selling is not only salesmanship, but it is much more than that”. Comment and explain the characteristics of personal selling.

Part-B

- 11. Explain the process and factors affecting consumer behaviour. Why is it essential for marketer to understand consumer behavior?**
- 12. What do you mean by the life cycle of product? Elaborate the gradual stages in the life cycle of a product.**
- 13. “The success or failure of a business depends to a large extent on its price policy”. Discuss with examples the various methods of pricing a product.**
- 14. The telecom operator company Vodafone wants to conduct a research on 3G services market in rural India. Explain the steps to be taken by the company in marketing research for the same purpose.**
- 15. What do you mean by product development? Explain the stages that come in process of development for any new product.**