

MMS/M-16  
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. Differentiate between modern and traditional concept of marketing.
2. “Ethical marketing is about making marketing decisions that are morally right”. Elaborate.
3. What are the advantages of E-marketing?
4. Discuss the benefits of market segmentation.
5. Examine the role of MIS in decision making.
6. Explain the concept of significance of test marketing.
7. Explain the role of product packaging in marketing.
8. What is value pricing?
9. Distinguish between advertising and publicity.
10. What are the organic products?

Part-B

11. Give a bird eye view of marketing mix elements in case of FMCG products.
12. What are the forces affecting marketing in the macro environment?
13. Define marketing research. Discuss how the marketers are benefited with marketing researches.
14. Why should the marketers study consumer decision making process while designing their marketing strategies?
15. Discuss the detailed procedure of establishing distribution channel.