

Marketing Management**Paper: CP-202**

Time: Three Hours]

[Maximum Marks: 70

Note :-Attempt FIV~ questions in all. Question No.1 is compulsory.

All questions carry equal marks.

1. Give short answers to each of the following parts. Each part carries two marks.
 - (a) What do you understand by Societal Concept of Marketing ?
 - (b) Explain the difference between Market Segmentation and Product Differentiation. .
 - (c) What do you understand by Test marketing?
 - (d) Explain the concept of Consumerism.
 - (e) Explain the distinction between Promotion and Promotion & Sales
 - (f) What do you understand by Marketing Logistics?
 - (g) What is Marketing Information System?
2. "No marketer can formulate his strategies without clearly understanding the overall marketing environment"-comment. Briefly explain various components of marketing environment and the techniques of environmental scanning.
3. What are the difficulties which are encountered while understanding buyer behaviour?
Explain various determinants which influence the behaviour of a buyer in the market place.
4. What is the concept of 'Product Life Cycle' ? Do all products have uniform Life Cycle?
How do you manage a product through its various stages of Life Cycle?

5. Explain various methods through which the prices of various products and services can be determined. Also describe various alternative pricing strategies which a firm can adopt.
6. In a recent annual marketing conference of a leading consumer entertainment electronic firm, dealers walked out over the issue of margins offered by the company and investments required by it in its product mix. They complained of low distribution equity. If you were the manager how will you handle this situation?
7. What is the role of promotion in the overall marketing strategy? Explain various steps taken for the formulation of the Promotional Strategy of the firm.
8. Write short notes on the following :
 - (a) Event Marketing
 - (b) Green Marketing

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