

**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.**