

**MMS/D08**  
**Marketing Management**  
**Paper: CP-202**

**Time : 3 Hours**

**MM:70**

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[Maximum Marks : 70

Note :- Attempt any FIVE questions. Question No.1 is compulsory.

1. Differentiate between any four of the following:

- (a) Mass Marketing and Niche Marketing.
- (b) Marketing Intelligence System and Marketing Science System.
- (c) Personal Selling and Sales Promotion.
- (d) Price Skimming and Penetration Pricing.
- (e) Consumerism and Green Marketing.
- (f) Demographic Segmentation and Psychographic Segmentation.

2 Discuss the components of the Macro-Marketing Environment with particular reference to Indian conditions. Explain with examples the relevance of these components for framing Marketing Strategies.

15

3 Define Marketing Information System, its components and its importance for marketing managers.

15

4 Explain Marketing positioning. Discuss the various bases of segmentation for consumer products. .15

5 Discuss the various stages of Product Life Cycle and their relevance for marketing.

15

6 Define "brand". Explain the advantages and limitations of branding, giving suitable examples.

15

7 Differentiate between Advertising and Publicity. Explain the components advertising model. 15

8 Write short notes on any two of the following:

- (a) Marketing Logistics
- (b) Marketing Control
- (c) Ethics in Marketing
- (d) Event Marketing.