

Roll No.

Total No. of Pages: 1

MMS/MX
Marketing Management
Paper: CP - 202

6790

Time: Three Hours]

[Maximum Marks: 70

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

1. Write short notes on the following:
 - (i) Concept of Marketing Myopia.
 - (ii) Concept of Psychographic Segmentation.
 - (iii) Concept of Corporate Retailing.
 - (iv) Concept of Personal Selling.
 - (v) Concept of Green Marketing.
 - (vi) Concept of Event Marketing.
 - (vii) Concept of penetration and skimming pricing strategy;
2. What reasons are there for believing that marketing in India will be of increasing importance in future? Explain it with reference to the Indian economy.
3. What is Market Segmentation? Critically examine the alternative strategies as applied to various market segments.
4. What is Marketing Research? Why it is done? Explain the process of marketing research.
5. "New Product Development encompasses the technicalities of product research, engineering and design." Discuss the statement with suitable examples.

What is promotion? What is its place in marketing management? Explain its elements.

"Market-logistics objective is getting the right goods to the right places' at the right time for the least cost." Discuss the statement.

Write notes on:

- (i) Consumerism
- (ii) Network Marketing.