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Total No. of Questions: 07

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B. Com. (Sem. 5)
MARKETING MANAGEMENT
Subject Code: BCOP-503
Paper ID: B1152

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. Section A is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. Section B contains **SIX** questions carrying **TEN** marks each and students have to attempt any **FOUR** questions.

SECTION A

1. Write short notes on the following:
 - a) Define and explain the term product positioning.
 - b) What are the various functions of marketing management?
 - c) What is integrated marketing concept?
 - d) What are packaging strategies?
 - e) How much important is marketing activities in present era?
 - f) What do you mean by marketing segmentation?
 - g) What is physical distribution concept?
 - h) Give two benefits approach of product planning.
 - i) Do you agree all advertisements are appealing?
 - j) What are packages decisions?

SECTION B

2. What do you mean by marketing environment? Explain its role in determining the marketing strategies in Indian business with the help of suitable examples.
3. Explain the product life cycle. Also discuss the different marketing strategies used in each stage of PLC.
4. Differentiate between Product and Brand. Explain various branding and packaging decisions with context to Indian marketing environment.
5. Explain the nature and scope of product pricing. Also discuss the factors influencing price determination policy of a company?
6. What do you mean by E-Marketing concept? Also explain its various application in marketing fields, give answer with suitable examples?
7. Explain the importance of CRM in modern marketing environment? Also discuss different techniques of CRM in detail.