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Total No. of Pages: 02

Total No. of Questions: 07

B.Com. (2011 & Onwards) (Sem. – 5)

MARKETING MANAGEMENT

M Code: 70423

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 a short note on:
 - a) Semantics.
 - b) Marketing and Selling.
 - c) Globalization.
 - d) Augmented product.
 - e) Product innovation.
 - f) Cost plus pricing.
 - g) Price variation policies
 - h) focus of attack.
 - i) Advertising “appropriation”.
 - j) CRM.

SECTION B

2. What is test Marketing? Why test Marketing? Also discuss problems of it?
3. What are product life cycle strategies? How they differ at each stage?
4. What do you mean by 'Price' and 'Pricing'? What is the role of pricing in Marketing strategy?
5. What is advertising? How it differs from "Publicity", "Sales promotion" and "Propaganda"?
6. What do you understand by 'consumer behavior'? Discuss various steps involved in the buying process.
7. What is product development? What are the aspects of product development?