

(i) Printed Pages: 2

Roll No.

(ii) Questions : 14

Sub. Code :

1	7	8	2	7
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Exam. Code :

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**Bachelor of Commerce 4th Semester
(2055)**

MARKETING MANAGEMENT

Paper : BCM-405

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt **four** questions from Section—A carrying **5** marks each. Attempt **two** questions each from Section—B & C respectively carrying **15** marks each.

SECTION—A

1. What is Social Media marketing ?
2. What is Buying Decision Process ?
3. Explain the concept of market segmentation.
4. What is the fundamental concept of marketing and its key elements ?
5. What is E-Marketing ?
6. Discuss methods of Sales Promotion.

4×5=20

SECTION—B

7. What do you mean by Marketing Mix ? Explain various elements of Marketing Mix.
8. In what ways does consumer buying behavior shape marketing strategies ? Explain the factors that affect consumer purchasing decisions and how they impact marketers.
9. Highlight the characteristics of each stage of Product Life Cycle.
10. Define branding, packaging, and labeling, and explain their roles in product marketing. How do these elements help in building brand identity, shaping consumer perception, and creating a competitive edge ? 2×15=30

SECTION—C

11. How do pricing policies and strategies vary across different industries, and what factors influence their formulation ?
12. How do advertising, sales promotions, and personal selling differ in terms of effectiveness in achieving marketing objectives ? Compare and contrast their roles and impact.
13. What are the key considerations in channel design decisions, and how do they impact the effectiveness of product distribution ?
14. What are the primary distribution channels, and what factors influence the selection of these channels ? 2×15=30