

2055

B. Voc. (Retail Management) Sixth Semester
RSC-604: Marketing Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any four the following:-

- (a) What is marketing mix? Briefly discuss its various components.
- (b) What are the benefits of online marketing?
- (c) What do you mean by product life cycle?
- (d) Distinguish between advertising and sales promotion?
- (e) Define the term consumerism.

(4x4)

UNIT - I

- II. Discuss various marketing philosophies that guide the organizations to manage their marketing activities. (16)
- III. What is marketing segmentation? Why do we need market segmentation? Explain the basis of market segmentation? (16)

UNIT - II

- IV. What do you understand by product planning? Discuss its objectives and components. (16)
- V. What is pricing? Discuss the factors influencing product pricing decisions. (16)

UNIT - III

- VI. What do you mean by publicity? What are its advantages and limitations? (16)
- VII. Discuss the factors governing the choice of channel of distribution and an intermediary. (16)

UNIT - IV

- VIII. Discuss the various emerging trends and issues in marketing. (16)
- IX. What is marketing ethics? Discuss the role of ethics in marketing. (16)

x-x-x