

(i) Printed Pages : 2

Roll No. ....

(ii) Questions : 14 Sub. Code : 

1	2	6	0	4
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Exam. Code : 

5	0	2	3
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**Bachelor of Commerce (FYUP) 3<sup>rd</sup> Semester**

**(2125)**

**MARKETING MANAGEMENT**

**Paper : NBCM304**

**Time Allowed : Three Hours]**

**[Maximum Marks : 80**

**Note :—** (i) Attempt any **FOUR** questions from Section A. Each question carries **5** marks.

(ii) Attempt any **TWO** questions from Section B. Each question carries **15** marks.

(iii) Attempt any **TWO** questions from Section C. Each question carries **15** marks.

**SECTION—A**

1. Define the concept of Marketing. How does it differ from Selling?
2. Distinguish between Market Targeting and Market Positioning.
3. Why is branding important?
4. Explain the communication process in promotion decisions.
5. Briefly explain any two pricing strategies with examples.
6. What are the recent trends in online marketing?

## **SECTION—B**

7. Discuss the evolution of marketing concepts and philosophies with suitable examples.
8. Explain the stages of the consumer decision-making process. Illustrate with a real-life example.
9. Write a detailed note on the product life cycle. How can marketers manage products at different stages of the PLC?
10. Discuss the process of new product development. How do firms minimize the risk of product failure?

## **SECTION—C**

11. Explain the various pricing policies and strategies with suitable examples from Indian markets.
12. Discuss the major channel alternatives in distribution. How can conflicts among channels be managed effectively?
13. How do sales promotion techniques differ for consumer products and industrial products? Illustrate with examples.
14. Evaluate the recent trends in online marketing with reference to e-marketing, mobile marketing, digital marketing, and social media marketing.