

(i) Printed Pages : 2 Roll No.

(ii) Questions : 10 Sub. Code :

2	6	1	7	6
---	---	---	---	---

Exam. Code :

0	5	0	1
---	---	---	---

**Master of Commerce 1st Semester
(2125)**

**MARKETING MANAGEMENT (Same for CDOE Candidates)
Paper : M.C.-105**

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— Attempt **five** questions in all, selecting at least **one** question from each unit. All questions carry equal marks.

UNIT—I

1. What is marketing? Explain its role in achieving business objectives.
2. Critically analyze the relevance of 4Ps of marketing. How can organizations integrate additional elements of marketing mix to create a more holistic marketing strategy?
3. What is a Marketing Information System (MIS)? Explain the components of MIS.

UNIT—II

4. Discuss how political and economic factors, like newly imposed tariffs, influence the firm's marketing environment.
5. What is the difference between a straight rebuy, modified rebuy, and new task purchase? Give examples in support of your answer.

UNIT—III

6. FreshFizz is a new soft drink brand, launched in 2022. Initial sales were slow but grew rapidly after social media campaigns and celebrity endorsements. By mid-2024, growth plateaued. Recently, sales have started declining as consumers shift to healthier options, forcing FreshFizz to consider new strategies. Identify the stage of the product life cycle FreshFizz is currently in. Suggest two strategies the company could adopt to extend the product's life.
7. Write short notes on:
 - (a) Idea generation
 - (b) Test marketing

UNIT—IV

8. Explain the role of distribution channels in marketing. Discuss how companies decide which channel to use for different types of products.
9. What is public relations and why is it important for organizations? Discuss three key public relations tools that companies use. Illustrate with suitable examples.
10. What do you mean by sales promotions? Suggest two sales promotion techniques a new confectionery brand can use to boost trial among young children.