

2125
M.Com. (E. & F.B.) First Semester
FB-103: Business Management - I (Marketing)

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast two questions from each Unit.

x-x-x

UNIT - I

- I. Explain five stage model in the consumer buying decision process. (16)
- II. Explain the importance of Green Marketing. What challenges a marketer has to face to adopt the practice of green marketing? (16)
- III. What is market segmentation? Discuss various basis on which market can be segmented. Choose the best basis for a
a) Laptop
b) Smart Phone
c) FMCG product (16)
- IV. "Consumer is core of marketing". Enumerate the various factors affecting consumer and the models of consumer behaviour and the models of consumer behaviour affecting consumer centric strategies. (16)
- V. "Marketing research is vital for the evolution of a sound marketing strategy". Explain the statement. (16)

UNIT - II

- VI. Differentiate between advertising and personal selling. Give suitable media mix launching a new clothing line. (16)
- VII. What do you mean by supply chain management? Is it the other name in integrated logistics management? Explain (16)

P.T.O.

(2)

- VIII. Explain the concept of 'Promotion Mix'. Briefly explain the various constituents of promotion mix. (16)
- IX. What is relationship marketing? Discuss its significance and best ways to keep good relationship with customers. (16)
- X. What is relationship between marketing strategy and public policy? How these two help in managing sales? (16)

x-x-x