

2056
B. Voc. (Logistic Management) FYUP
Fourth Semester
BLM-403: Marketing Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

- I. Attempt any four of the following:
- a) Explain the major factors influencing consumer buying behaviour.
 - b) Define Branding. State the importance of packaging and labeling in marketing.
 - c) What is Marketing Mix? Briefly explain the four elements of the marketing mix (4Ps).
 - d) What is Product Classification? Briefly explain consumer products and industrial products.
 - e) Define physical distribution and list its components.
 - f) Distinguish between advertising and personal selling. (4x4)

UNIT - I

- II. Explain the various marketing philosophies (concepts) adopted by firms over time. Compare Production, Product, Selling, Marketing, and Societal Marketing concepts. (16)
- III. Discuss the importance of marketing research in understanding consumer behaviour and market dynamics. (16)

UNIT - II

- IV. Define Market Segmentation. Discuss in detail the levels and patterns of market segmentation with suitable examples. (16)
- V. Define Product Life Cycle. Explain the different stages of PLC and the marketing strategies adopted at each stage. (16)

UNIT - III

- VI. Explain pricing policies and strategies with examples of new product pricing approaches. (16)
- VII. Discuss channel management decisions including selection, motivation, and evaluation of intermediaries. (16)

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(2)

UNIT - IV

- VIII. Explain emerging marketing trends covering direct marketing, online marketing, green marketing, and relationship marketing. (16)
- IX. Explain the concept of Promotion Mix. Discuss the major promotion tools such as advertising, sales promotion, public relations, and personal selling. (16)

x-x-x