

2056

B. Voc. (Retail Management) FYUP
Fourth Semester

BRM - 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) Define Marketing. Briefly explain the scope of marketing in modern business.
- b) Define Branding. State the importance of packaging and labeling in marketing.
- c) Explain the major factors influencing consumer buying behaviour.
- d) What is Product Classification? Briefly explain consumer products and industrial products.
- e) Define Physical Distribution and state its main components.
- f) Explain the communication process in marketing with the help of its main elements.

(4x4)

UNIT - I

II. What is Marketing Mix? Discuss the 4Ps of marketing (Product, Price, Place, Promotion) and their role in achieving marketing objectives. (16)

III. Define Marketing Research. Explain the marketing research process in detail, from problem identification to report presentation. (16)

UNIT - II

IV. What is Market Targeting and Positioning? Discuss the various target market strategies and positioning methods used by firms. (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 the concept of pricing decisions. Discuss the various pricing policies and pricing strategies adopted by firms. (16)

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(2)

- VII. Discuss the causes of channel conflicts in distribution systems. Suggest suitable methods to manage and resolve channel conflicts. (16)

UNIT - IV

- VIII. Explain the concept of Promotion Mix. Discuss the major promotion tools such as advertising, sales promotion, public relations, and personal selling. (16)
- IX. Explain the concepts of Retail Marketing and Customer Relationship Management (CRM) and their importance in today's competitive environment. (16)

x-x-x