

2056

B. Voc. (Retail Management) Sixth Semester  
RSC-604: Marketing Management

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit. All questions carry 16 marks.

x-x-x

I. Attempt any four the following:-

- a) State objectives of Marketing Research (any five).
- b) List Pricing Strategies for new products.
- c) Explain the components of Marketing Environment.
- d) Explain the Communication Process in marketing.
- e) Explain Brand Management – meaning and importance.
- f) Define Marketing Organization and state its main functions (any four).

**UNIT - I**

- II. Explain the Marketing Management Process. Describe the Marketing Mix with suitable examples.
- III. Explain the concept of STP. Describe the process with examples.

**UNIT - II**

- IV. Define Product Planning. Explain Product Life Cycle stages with marketing strategies for each stage.
- V. Describe various Pricing Methods. Evaluate their merits and limitations.

**UNIT - III**

- VI. Explain the Promotion Mix and factors affecting its selection. Discuss Communication Process and Push-Pull Strategies with examples.
- VII. Explain Channel Management process. Discuss channel conflicts and resolution strategies.

**UNIT - IV**

- VIII. Discuss Emerging Marketing Trends: Societal, Direct, Online, Green Marketing. Explain their relevance in Indian context with examples.
- IX. "Marketing organization must be customer-centric." Explain modern structures, such as customer-based, omnichannel and their advantages.

x-x-x

