

F-32/2110

10027/NJ

MARKETING MANAGEMENT-(MC-304)

(SEMESTER-3rd)

(Syll-Dec-2019)

Time allowed: 2 hours

Maximum Marks: 70

Note: Attempt any four questions. All questions carry equal marks.

- Q1: Define Marketing and discuss traditional and modern concept of Marketing with the help of suitable examples.
- Q2: Discuss the concept of Product Life Cycle and suggest marketing strategies to be followed at each stage of Product Life Cycle.
- Q3: Discuss the pricing policies generally followed by Indian Concerns with the help of suitable examples.
- Q4: Discuss the role of Marketing Manager under different demand situations.
- Q5: Define Advertising. How is it different from Publicity? Whether advertising is a social waste? Discuss.
- Q6: Define Marketing of services. How is it different from Marketing of products? Discuss with the help of suitable examples.
- Q7: Choose a product or service of your choice and discuss a marketing plan suitable for it.
- Q8: Define Marketing Research. Discuss its importance and scope.
- Q9: Briefly explain any ten of the following.
- A) Direct Marketing
 - B) Sales Presentation
 - C) Personal Selling
 - D) Benefits of Branding
 - E) Market Segmentation
 - F) Green Marketing
 - G) Future prospects of Online Marketing.
 - H) Concept Development
 - I) Packaging
 - J) Product Concept

K) Importance of Packaging.

L) Sales Quota as a tool of motivating salesforce.

10027/NJ