

PC-12244/NJ

D-46/2111

MARKETING MANAGEMENT-304

Semester – III

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt *two* questions each from Section A and B carrying 10 marks each. Attempt *ten* questions from Section C carrying 3 marks each.

SECTION – A

- I. "Marketing management aims at fulfilling customers' aspirations of quality products and services". Explain the statement commenting upon the nature and scope of marketing management.
- II. "A product cannot be in demand for all times to come". Explain the statement and examine the marketing strategy at each strategy of product life cycle.
- III. What do you mean by new product development and consumer adoption process? What are the different stages in the new product development and consumer adoption process?

- IV. What do you mean by price determination? What are the different issues and challenges in the process of price determination?

SECTION – B

- V. What do you mean by distribution channels? What are the different distribution channels? How would you select an appropriate distribution channel?
- VI. What do you mean by promotion mix? What are the different components of promotion mix? Examine the significance of each of these components.
- VII. What do you mean by advertising effectiveness? Examine the approach you would follow for the assessment of advertising effectiveness.
- VIII. What do you mean by green marketing? What are its salient features? What are the reasons for growing importance of green marketing?

SECTION – C

- IX. (a) What do you mean target market?
- (b) What do you mean by marketing environment?
- (c) What do you mean by demand forecasting?
- (d) What do you mean by branding?

- (e) What do you mean by skimming pricing?
 - (f) What do you mean by marketing segments?
 - (g) What do you mean by retailing?
 - (h) What do you mean by publicity?
 - (i) What do you mean by media selection?
 - (j) What do you mean by online marketing?
 - (k) What do you mean by marketing research?
 - (l) What do you mean by public relations? (10×3=30)
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