

FACULTY OF COMMERCE

B.Com. I – Semester (CBCS) Examination, November / December 2019 (Only for Advertising & Sales Management Courses)

Subject: Marketing Management

Paper Code – DSC – 103

Time: 3 Hours

Max.Marks: 80

PART – A (5x4 = 20 Marks)
[Short Answer Type]

Note: Answer any five of the following questions.

- 1 Rural Vs Urban Markets
- 2 Marketing Intermediaries
- 3 Cognitive Dissonance
- 4 Requirements of Effective Segmentation
- 5 Product Classification and Levels of Product
- 6 Forms of Direct Marketing
- 7 Format of Retail Stores
- 8 Marketing Myopia

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

Note: Answer all from the following questions.

- 9 a) Define Marketing. What are the objectives of Marketing? Explain marketing Mix Elements.
OR
b) How does Macro Environmental factors affect marketing decisions?
- 10 a) Define Target Market. Examine the consumer preferences using suitable diagram in different Target Markets.
OR
b) What do you mean by Positioning? Explain how products can be positioned.
- 11 a) What is Consumer Behaviour? Explain its nature and scope.
OR
b) Describe the characteristics of Organizational Buying. How is Organizational Buying different from Consumer Buying Behaviour?
- 12 a) Explain with suitable illustrations, strategies used by marketers in different stages of Product Life Cycle.
OR
b) Define Price. Explain the objectives of pricing and factors influencing Pricing Decisions.
- 13 a) What is meant by Advertising? What are its objectives? Write about Advertising Budget.
OR
b) Define Marketing Channel. Write about channel levels and various channel decision in relation to Channel Design.
