

FACULTY OF COMMERCE

B.Com. (CBCS) I – Semester Examination, November / December 2017

(Only for Advertising Courses)

Marketing Management

Paper Code-BC-105

Time : 3 hours

Max. Marks : 80

Part – A (5 X 4 = 20 Marks)

Note : Answer any Five of the following questions.

- 1 Selling concept
- 2 Diffused Market
- 3 Industrial markets
- 4 Product mix
- 5 Advertisement
- 6 Marketing of services
- 7 Positioning of a product
- 8 Cost based pricing

Part – B (5 X 12 = 60 Marks)

Note : Answer the following questions not exceeding FOUR pages each.

- 9 a) 'Marketing leads to economic development'. Explain.
OR
b) 'Advancement in technology influences marketing environment' – Explain the statement using suitable examples.
- 10 a) What is segmentation? What are the requisites for effective segmentation?
OR
b) 'Education loans by banks, education institutions and book publishing needs different market segmentation' – Explain the segmentation analysis.
- 11 a) Is the organizational buying behaviour different from consumer buying behaviour? Explain.
OR
b) Explain the influence of cultural and social factors on consumer buying behaviour.
- 12 a) What are the various stages in a new product development? Why do new products fail?
OR
b) 'Price is an important aspect in marketing mix' – Explain.
- 13 a) What is retailing? Write about the different formats of retail stores.
OR
b) Explain the steps in personal selling.