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Total No. of Pages : 02

Total No. of Questions : 17

M.Com. (2018 Batch) (Sem.–2)

MARKETING MANAGEMENT

Subject Code : MCOP-204-18

M.Code : 75934

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.**
2. **SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
3. **SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.**

SECTION-A

Write briefly :

1) Customer Value
2) Sales Force
3) MIS
4) Online Marketing
5) Buzz Marketing
6) Consumer versus Customer
7) Brand Equity
8) Green Marketing

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SECTION-B

UNIT-I

9) Discuss the concept of Marketing Management. Also write down its importance and scope in detail.

10) Define Corporate Strategic Planning. Explain marketing planning process.

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UNIT-II

11) What are the various steps to be followed in the process of New Product Development? Discuss in detail.

12) What do you mean by Consumer Behavior? Write a detailed note on its importance and characteristics.

UNIT-III

13) Write a note on :

a) Advertising

b) Sales Promotions

14) Define Personal Selling. Write a detailed process of personal selling.

UNIT-IV

15) What do you mean by CRM? Explain the importance of Customer Relationship Management in marketing.

16) Define Rural Marketing. How is Rural Marketing different from Urban Marketing? Discuss.

SECTION-C

17) Read the following case study carefully and answer the questions given below :

Simran, Veera and Ratan are three women entrepreneurs who are engaged in dealing with handicraft goods under the brand name 'Hand-deal' through a chain of retail outlets at five different places in Delhi. They outsource all their products from tribal and rural women in the state of Rajasthan. Simran is of the opinion that in order to increase the sale of their products, they should advertise about it on television. But, Ratan is arguing that advertisement expenses will add to cost of operation. Whereas Veera is insisting that they should set up an online portal to market their products across the globe.

In the context of above case :

a) Identify the tool of promotion being taken into consideration by Simran by quoting lines from the paragraph.

b) How is the channel of distribution being suggested by Veera different from the channel of distribution being used by them presently?

c) Do you think that Ratan is justified in her argument that advertisement expenses will add to cost of operations?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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