

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**M.Sc.(HMCT) (2015 to 2017) (Sem.-4)**

# MARKETING MANAGEMENT

**Subject Code : MSCHM-402**

**Paper ID : [72405]**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students has to attempt any **TWO** questions.

## SECTION-A

**1. Define the term :**

- a. Target Market
- b. Wholesaling
- c. SBU
- d. Marketing process
- e. Dissonance buying behaviour
- f. Direct purchasing
- g. Strategy
- h. Advertising
- i. Labeling
- j. Mark up pricing

### SECTION-B

2. What do you understand by Market Segmentation?
3. How brand of a product affect the consumer's product adoption process?
4. Briefly explain the five Ms of Advertising.
5. Mention the different factors influencing the buying behaviour of a customer.
6. Enumerate marketing concept and its orientations.

### SECTION-C

7. Explain different stages of a Product Life Cycle with the help of a diagram.
8. Mention the functions performed by the Public Relations department of a hotel.
9. Define MIS. Briefly explain its components.