

END TERM EXAMINATION

THIRD SEMESTER [B.COM] DECEMBER 2014

Paper Code: B.COM203

Subject: Marketing Management

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 With the help of suitable examples discuss the meaning and scope of marketing. 7.5 (15)
- Q2 Explain how a firm's marketing can be influenced by macro environmental forces? Give reasons. (15)
- Q3 What do you mean by Market Segmentation? How Tata Motors should segment Indian market for Nano Car? Give reasons. 1 (15)
- Q4 Explain the term "sales promotion". What type of sales promotion techniques would be effective for selling expensive consumer products such as houses or automobiles? Give examples. 5 (15)
- Q5 Explain the factors that affect the pricing decisions of firms? Give examples. 8 (15)
- Q6 What is Product Life Cycle? Explain the concept of PLC with suitable examples. (15)
- Q7 Explain the factors that influence the choice of a distribution channel. Illustrate your answer with suitable examples. (15)
- Q8 Write short notes on any two of the following:- (2x7.5=15)
(a) Online Marketing 3.5
(b) Social Marketing
(c) New Product Development 1
(d) Rural Marketing