

**D-48/2110**

**8134/NJ**

**MARKETING MANAGEMENT- (MC-304)**

**M. COM. –II (SEMESTER-3<sup>rd</sup>)**

**Time allowed: 2 hours**

**Maximum Marks: 70**

**Note: Attempt any four questions. All questions carry equal marks.**

- Q1: Define Marketing and discuss Modern Concept of Marketing with the help of suitable examples. How is it different from Selling Concept of Marketing?
- Q2: Discuss the recent trends of marketing in India.
- Q3: Briefly discuss the concept of New Product Development.
- Q4: Discuss various factors affecting price. Also discuss any two pricing policies followed by Indian Concerns.
- Q5: What do you mean by retailing? Discuss the major changes which have taken place in retailing during the past decade.
- Q6: Discuss the reasons for growth of services. Also discuss the problems involved in Marketing of Services.
- Q7: Define Sales Promotion and discuss various consumer promotion tools generally used by Indian concerns.
- Q8: What do you mean by personal Selling? Discuss various steps involved in selling.
- Q9: Briefly explain any ten of the following:
- A) Synchromarketing
  - B) Importance of Market Segmentation
  - C) Product Mix
  - D) Marketing Mix
  - E) Advertising Copy
  - F) Benefits of Online Marketing
  - G) Green Marketing
  - H) Difference between Marketing Research and Market Research

- I) Labelling
- J) Television as an Advertising Media
- K) Scope of Marketing Research
- L) Packaging