

TERM END EXAMINATION-JUNE, 2019
MASTER OF COMMERCE (MCOM)

Course Code
MCO-05

MARKETING MANAGEMENT

TIME-03 Hours

FULL MARKS=100

*(Answer any **five** questions form Group-A, any **four** questions from Group - 'B', any **four** questions from Group - 'C' and any **two** questions from Group - 'D')*

Group-A

1. Answer any five questions each within 50 words. Marks-2x5=10

- (a) What is the difference between data and information?
- (b) Distinguish between a Customer and a Consumer.
- (c) Define Marketing.
- (d) What is market segmentation?
- (e) State the concepts of Marketing.
- (f) Give one example of Geographical pricing and one example of Psychological pricing.
- (g) What is a Product?
- (h) Distinguish between a wholesaler and a retailer.

Group-B

2. Answer any four questions each within 100 words. Marks-5x4=20

- (a) Discuss the scope of marketing in the present Business Scenario.
- (b) What is consumerism? What are the rights of a consumer?
- (c) Write the steps in Marketing Research Process.
- (d) What is Product life cycle? Explain the marketing strategies at maturity stage.
- (e) State the characteristics of a good brand.
- (f) What is Pricing? What are its objectives?

Group-C

3. Answer any four questions, each within 200 words. Marks-10x4=40

- (a) Discuss how macro and micro environmental factors influence Marketing decisions.
- (b) What factors do affect buyers behavior? Explain with examples.
- (c) Discuss the role of warehousing, inventory control and transportation in marketing logistics.
- (d) Explain the key decision areas in physical distribution system.
- (e) What is Personal selling? Explain the process in detail.
- (f) What is green marketing? Discuss the reasons of its growing importance.

Group-D

4. Answer any two questions, each within 300 words. Marks-15x2=30

- (a) Discuss the consumer decision making process involved in purchasing a consumer durable Product of your choice.
- (b) Discuss the different types of retailing usually seen in Indian context.
- (c) What is Publicity? How it is different from Advertising? Discuss the changing role of a Public relations Officer in a competitive business environment.
