

(i) Printed Pages : 3]

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(ii) Questions : 10]

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**Master of Commerce 1st Semester  
Examination**

**1127**

**MARKETING MANAGEMENT**

(Same For USOL Candidates)

**Paper : M.C-105**

**Time : 3 Hours]**

**[Max. Marks : 80**

*Note* :- Attempt *five* questions in all, selecting at least *one* question from each Unit. Each question carries equal marks.

**Unit-I**

1. 'Marketing is managing profitable customer relationships'. Discuss with examples.

2. Discuss how Market Segmentation, Target Marketing and Positioning are interrelated. Give examples.

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Turn Over

3. Discuss the concept of Marketing Information System.  
Explain its various components and their role in Marketing Management.

#### Unit-II

4. Discuss the factors affecting the consumer expenditure pattern in the society. How this change is affecting the marketing strategies ?
5. Describe in detail the concept of Consumer Behaviour. Discuss the Stimulus-Response Model, with a diagram.

#### Unit-III

6. "Package is a silent salesman". Do you agree ? If yes, why ? If not ? Why not ?
7. Discuss the various product differentiation strategies used by the companies.
8. Describe the various stages of Product Life Cycle in detail. What are the factors contributing to a product's declining stage ? Can they be managed ?

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#### Unit-IV

9. What is meant by price discrimination ? Discuss the different types of price discrimination.
10. What are the promotional strategies ? Discuss the factors to be considered while determining the promotion mix strategy of a company.

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