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**Total No. of Pages: 01**  
**Total No. of Questions: 07**

**B. Com.(Prof) (Sem.-5<sup>th</sup>)**  
**MARKETING MANAGEMENT**  
**Subject Code: BCOP-503**  
**Paper ID: [B1152]**

**Time: 3 Hrs.**

**Max. Marks: 60**

**INSTRUCTIONS TO CANDIDATE:**

1. Section –A, is Compulsory.
2. Attempt any four questions from Section-B.

**Section –A**

**(2x10=20)**

**Q.1.**

- (a) Define targeting.
- (b) What is product diversification?
- (c) Define labelling.
- (d) Distinguish between skimming and penetrating policies of product pricing.
- (e) Define branding.
- (f) What is product life cycle?
- (g) What is product mix?
- (h) Define viral marketing.
- (i) What are public relations?
- (j) Define product planning.

**Section –B**

**(4x10=40)**

- Q.2.** Define marketing. Explain its process in detail.
- Q.3.** What is advertising? Discuss its functions in detail.
- Q.4.** What is product packaging and labelling? What are the key decisions while determining the product packaging and labelling?
- Q.5.** What are the different product pricing strategies?
- Q.6.** What is marketing mix? Describe the various elements of marketing mix?
- Q.7.** Describe how media is selected in advertising? Give examples

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