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**MER-009**

**M. A. (ENTREPRENEURSHIP) (MAER)**

**Term-End Examination**

**December, 2022**

**MER-009 : MARKETING MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. "Marketing environment comprises all those factors which have an impact on market and marketing efforts of an enterprise." Comment giving suitable examples. 20
  
2. Discuss briefly the factors that influence buyer behaviour. 20

**P. T. O.**

3. Define marketing information system and give suggestions to develop an effective marketing information system. 20
4. Why do we use Qualitative Research Method ?  
Briefly explain the following qualitative research methods : 20
  - (a) Biographical studies
  - (b) Case study
5. Explain the various stages involved in the new product development process with suitable examples. Also state the reasons responsible for the failure of a new product. 12+8
6. “Channels of distribution used are different for different products.” Explain and state the reasons. 20
7. Discuss various factors that influence the price determination. 20

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8. Write short notes on any *two* of the following :

10+10

- (a) Marketing Logistic Approaches
- (b) Integrated Marketing Communication
- (c) Major Institutions in Advertising
- (d) Marketing on the Internet