

No. of Printed Pages : 2

MER–009

M. A. (ENTREPRENEURSHIP) (MAER)
Term-End Examination
December, 2023

MER-009 : MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. (a) Differentiate between micro and macro marketing environments. 8
- (b) Discuss the current marketing environment for luxury cars in India. 12
2. “Channels of distribution used are different for different products.” Explain and state the reasons for it. 20
3. Explain the various stages of new product development process. 20
4. (a) Discuss any *five* packaging strategies suitable for consumer goods like toothpaste. 10
- (b) Briefly explain the pricing strategies normally adopted for pricing new products.

10

P. T. O.

[2]

5. Discuss various factors that influence the price determination. 20
6. Why do we use qualitative research method ? Briefly explain the following qualitative research methods : 20
- (i) Biographical studies
 - (ii) Case study
7. (a) What is “Advertising” ? Trace the historical perspectives of advertising. 10
- (b) “The success of advertising campaign depends on proper selection of the media.” Discuss. 10
8. Write short notes on any *two* of the following : 10 each
- (a) Market segmentation
 - (b) Consumer behaviour
 - (c) Pricing objectives
 - (d) Stages in buying decision process

MER-009