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MER-009

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

MER-009 : MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. Discuss the scope of marketing research in terms of its applications in various marketing decision areas. 20
2. (a) Briefly explain, how macro environmental factors affect a company's marketing policies and strategies. 10
(b) Describe various types of consumer buying behaviour situations. 10
3. Differentiate between products and services. Discuss the interdependence of products and services. 10+10
4. Discuss the basic methods of price determination and their advantages and limitations. 20

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5. “No single medium of advertising is ideal in all respects.” Critically examine with examples. 20
6. (a) Differentiate between ‘marketing mix’ and ‘promotion mix’. 8
(b) Explain the relationship between market segmentation, market targeting and product positioning. 12
7. Explain the various stages of new product development process. 20
8. Write short notes on any *two* of the following :
10+10
 - (a) Pricing objectives
 - (b) Qualities of good salesperson
 - (c) Reasons for failure of new products
 - (d) Social concept of marketing