

MCO – 06

MCOMOL

Marketing Management

Time : 3 Hours

Maximum Marks : 100

Note : Attempt all the three sections (Section A, B, and C)

SECTION – A

Attempt any five from the following functions.

1. Differentiate between Selling and Marketing.
2. Highlight the relevance of environment in marketing.
3. Briefly explain marketing information system and enlist its components.
4. Why is it important to understand buyer behaviour?
5. What is the importance of market segmentation?
6. What are services? What are four basic characteristics of services?
7. Explain the extended three Ps of Services marketing mix briefly.

SECTION – B

Attempt any five of the following questions.

8. Explain the various steps involved in the product development process.
9. Discuss any two methods of pricing with suitable example.
10. Describe the factors influencing the choice of channel with suitable example.
11. Who are wholesaler? Explain the types and functions of wholesalers.
12. Discuss importance of marketing logistics tasks with suitable example.
13. How would you develop effective marketing communication? Explain with the help of example.
14. Explain various sales promotion methods with example.

SECTION –C

Attempt any two of the following questions.

15. Describe consumed buying decision process with the help of example.
16. "Designing a channel system involves five steps". Discuss each of these steps by taking an example of your choice.
17. Discuss the concept of PLC. Explain the role of PLC as a tool for market development.