

No. of Printed Pages : 2

MER-009

M. A. (ENTREPRENEURSHIP) (MAER)
Term-End Examination
June, 2024

MER-009 : MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. What is marketing environment ? Describe the macro and micro environment of marketing.
10+10
2. Define marketing and explain its implications for an emerging economy like India. 20
3. Why do we use Qualitative Research Method ? Briefly explain the qualitative research methods with the help of a case study. 20
4. What is marketing research ? How is it different from marketing information system ? Discuss some important uses of marketing research. 5+5+10

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5. What is market segmentation ? Critically evaluate four important bases for segmenting consumer markets. 5+15

6. 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

7. What do you mean by product innovation ? Describe the various strategies adopted by companies at different stages of the product life cycle. 5+15

8. Write short notes on any *two* of the following : 10 each
 - (a) Integrated marketing communication
 - (b) Marketing in internet
 - (c) Individual Branding *vs.* Umbrella Branding
 - (d) Competition based pricing

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