

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 07

B.Com. (Sem.-5)
MARKETING MANAGEMENT
Subject Code : BCOP-503
M.Code : 70423
Date of Examination : 16-12-2022

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **SIX** questions carrying **TEN** marks each and a student has to attempt any **FOUR** questions.

SECTION-A

1. Answer briefly :

- Marketing v/s. Selling
- Branding
- Packaging v/s. Packing
- Objectives of pricing
- Marketing process
- Targeting
- Label
- CRM
- Green marketing
- Viral marketing.

SECTION-B

2. What are the objectives of marketing management? Also discuss the functions of marketing.
3. What do you understand by consumer behavior? Discuss in detail the factors influencing in understanding the consumer buying behavior.
4. Explain the various stages of product life cycle along with strategies used in every stage of PLC.
5. Explain the importance of pricing. Elucidate the factors influencing pricing decisions.
6. What is physical distribution? Enlist the components of physical distribution.
7. Discuss the various elements of promotion mix in detail along with suitable examples.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.