Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

B.Com. (2013 to 2017 Batch) (Sem.-5) MARKETING MANAGEMENT Subject Code : BCOP-503 M.Code : 70423

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 :
 - a. Define Marketing Management
 - b. What are the elements of promotional mix?
 - c. What are price policies?
 - d. What is product positioning?
 - e. Define Consumerism.
 - f. How are prices determined?
 - g. What is marketing environment?
 - h. Define PLC.
 - i. Advertising vs. Advertisement
 - j. Differentiate between customer and consumer.

SECTION-B

- 2. Discuss the nature, scope and importance of marketing.
- 3. Discuss the various product based decisions. Quote suitable examples.
- 4. Explain the distribution channels. Also explain channel management decisions.
- 5. Name the various distribution channels. Also give their nature and functions.
- 6. What is promotional mix? How do the elements of promotional mix increase sales of a company?
- 7. What is Pricing Decision? What are the factors which affect price determination?

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.