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**Total No. of Pages : 02**

**Total No. of Questions : 07**

**B.Com. (2013 to 2017 Batch) (Sem.-5)**

## MARKETING MANAGEMENT

**Subject Code : BCOP-503**

**Paper ID : [B1152]**

**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

**Q1. Answer briefly :**

1. Define and discuss marketing process.
2. What do you understand by the Holistic Marketing Concept?
3. Briefly discuss the 4 P's of marketing.
4. Define the Customer Lifetime Value (CLV).
5. Define Marketing Information System (MIS). What is the importance of MIS for an organization in today's dynamic environment?
6. What is a reference group? What are the various types of reference groups which affect the consumer purchase behavior?
7. What do you understand by B2B marketing and B2C marketing? Discuss with examples. <http://www.punjabpapers.com>
8. Define segmentation of markets. Discuss the various basis of demographic segmentation.
9. Discuss the Product Life Cycle?
10. Discuss the various tools of promotion used to promote the products in markets.

## **SECTION-B**

- Q2. What are the various basis of Segmenting (S) and Targeting (T) the consumer and business markets. How does a marketer develop and communicate a Positioning (P) strategy to the consumer. Illustrate STP strategies for any food product.
- Q3. What do you understand by SWOT analysis? Discuss how a company monitors the internal and the external marketing environment.
- Q4. Discuss the five stage model of Consumer Buying Decision process in detail.
- Q5. Discuss the steps involved in developing an advertising program for an organization.
- Q6. What functions do the channel members perform in the marketing process? Explain the various levels of consumer and industrial marketing channels.
- Q7. Net marketing has changed the landscape of marketing strategies adopted by marketers to reach and satisfy customers. Discuss. <http://www.punjabpapers.com>