

# END TERM EXAMINATION

FOURTH SEMESTER [B.COM (HONS.)] JUNE 2024

Paper Code: B.COM-210

Subjects: Marketing Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Explain why marketing management is important for a business. Give examples of any two business firms whose success is based on effective marketing to illustrate your answer. (15)
- Q2 (a) Identify any two recent trends in the macro environment in India and explain how they have impacted marketing strategies. (7½x2=15)  
(b) Discuss the benefits of market segmentation and distinguish between psychographic and behavioural segmentation bases.
- Q3 (a) Explain the different levels of a product using a suitable example. (7½x2=15)  
(b) Discuss the advantages and drawbacks of individual versus umbrella branding. Give examples of firms that have successfully employed these strategies.
- Q4 (a) Briefly explain the typical pricing and promotion strategies during the four stages of Product Life Cycle (7½x2=15)  
(b) Discuss the external factors that are likely to impact the pricing decisions of a firm.
- Q5 (a) Discuss the functions performed by middlemen in the distribution Channel. (7½x2=15)  
(b) Explain the various parameters that would be employed by an automobile manufacturer to evaluate the performance of its passenger vehicle dealers.
- Q6 (a) Explain any three factors that impact the choice of the promotional mix. Use suitable examples from the promotional mix of firms in the Indian market to illustrate your answer. (7½x2=15)  
(b) Explain the concept of Integrated Marketing Communication and discuss the need for marketers to adopt this approach.
- Q7 Explain the reasons why it is necessary for firms to adapt their marketing mix for rural markets in India. Support your answer with the examples of two firms that have been successful in capturing rural markets. (15)
- Q8 Write short notes on any TWO: (7 ½x2=15)  
(a) Sustainable Marketing  
(b) Importance of managing user experience  
(c) Ethical issues in marketing

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