END TERM EXAMINATION

FOURTH SEMESTER [BCOM(HONS)] JUNE 2025

Paper Code: BCOM-210	Subject: Marketing Management
Time: 3 Hours	Maximum Marks: 60

Note: Attempt all questions as directed. Internal choice is indicated.

Q1   Attempt **any four** of the following questions:-   (5x4=20)
(a) Explain different philosophies of marketing.
(b) Explain micro-environment factors of marketing and tier influence on marketing.
(c) What steps are involved in consumer decision making process? Discuss.
(d) How advertising is different from Trade promotion? Give examples to illustrate.
(e) Discuss the role of AI and Robotics in marketing. Give examples in support.
(f) What are the ethical issues i marketing and how to resolve them? Give examples in support?
(g) What are branding decisions in marketing? Discuss them in brief.
(h) What is product positioning? Discuss the basis that can be used for positioning with examples.

Q2   Explain the basis of market segmentation. How to segment the market for (a) Toothpaste, and (b) Houses?   **(10)**

OR

Q3   What is market targeting? Explain the different approaches used for targeting. Discuss with examples.   **(10)**

Q4   What is the product? Explain the different levels of extended products. Give classifications of consumer and industrial products with examples.   **(10)**

OR

Q5   What are the steps involved in New Product Development Process? Discuss these steps with suitable examples.   **(10)**

Q6   Explain the concept of Product Life Cycle. What marketing strategies are used at different stages of PLC? Discuss with examples.   **(10)**

OR

Q7   What factors are considered in pricing of products? Explain methods of pricing the products with examples of each method.   **(10)**

Q8   What factors are considered in choosing Channels of distributions? Explain the different types of channels of distribution used and their functions.   **(10)**

OR

Q9   Write short notes on:-   **(10)**
(a) Relationship marketing
(b) Social marketing

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