

(Please write your Exam Roll No.)

Exam Roll No. 01114188817

END TERM EXAMINATION

THIRD SEMESTER [B.COM (HONS.) NOVEMBER-DECEMBER 2018

Paper Code: BCOM-201

Subject: Marketing Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 (a) What do you understand by Marketing mix? Explain its components.
(b) Briefly explain the process of marketing management.
- Q2 How is Consumer market different from Industrial market? List and explain the steps in consumer decision making.
- Q3 (a) Identify and explain the levels that make up a product.
(b) What are the main stages associated with the new product development process.
- Q4 (a) List and explain the steps in the process of pricing a product.
(b) Differentiate between price skimming and market penetration strategy.
- Q5 What are the key elements of distribution channel strategy? What are the benefits of an exclusive distribution strategy over an intensive strategy?
- Q6 (a) Why is logistics management of increasing importance to marketers?
(b) What are the criteria used by marketers to evaluate the performance of channel Intermediaries?
- Q7 List the principal tasks facing marketing communication managers. Prepare a brief note outlining the characteristics and dimensions of each of 3 Ps of communication strategy.
- Q8 Explain the following: **(Any three)**
(a) Process of Personal Selling
(b) Difference between Trade Promotion and Consumer Promotion
(c) Challenges in Digital Marketing
(d) Importance of Relationship Selling.
