(Please write your Exam Roll No.) *Exam Roll No. ....*

END TERM EXAMINATION

THIRD SEMESTER [B.COM (HONS.)] NOVEMBER – DECEMBER 2017

Paper Code: B.COM-203	*Subject: Marketing Management*
Time: 3 Hours	*Maximum Marks: 75*

Note: Attempt any five questions including Q no.1 which is compulsory.

Q1 Attempt **any five** of the following:- **(5x3=15)**

(a) Distinguish between the production concept and the marketing concept.

(b) Differentiate between segmentation and targeting. Use a suitable example.

(c) Explain product mix width, product line length and product line depth.

(d) Explain captive product pricing, price bundling and loss leaders.

(e) Under what conditions would personal selling be a suitable choice for promoting a product?

(f) Identify any three functions performed by channel intermediaries.

(g) Briefly explain any three hurdles in the adoption of online purchasing by consumers in India.

Q2 Provide an overview of the marketing management process for a firm planning to market a range of ready-to-eat food products. **(15)**

Q3 Explain the steps in the consumer decision-making process for the first-time purchase of a laptop. Will this process be the same for the purchase of all products? **(15)**

Q4 Discuss the various strategies that marketers can use in the maturity and decline stage of the product life-cycle. **(15)**

Q5 Select any four major types of advertising media and discuss their strengths and weaknesses. As a retailer with a limited budget, which of these would you select for announcing an annual sale? **(15)**

Q6 Distinguish between intensive, selective and exclusive distribution, and explain with reasons the type of products for which each of these distribution strategies is most suitable. **(15)**

Q7 What is social marketing and why is it needed? Discuss using suitable examples from the Indian Context. (15)

Q8 Write short notes on **any two** of the following:- **(7.5x2=15)**

(a) Distribution strategies for rural markets

(b) Direct Marketing

(c) Consumerism

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