Set-1

Roll No. ……. **Total Pages: _ _**

Paper ID: MCM202**Course Code:** MCMM21202T

Examination (January- 2024)

Master of Commerce (M.Com.)

Semester - II

Marketing Management

Time Allowed: 3 Hours **Max. Marks: 70**

Instructions for the Students

1. Attempt any 2 questions out of 4 from Section – A (Each question carries 10 marks)
2. Attempt any 2 questions out of 4 from Section – B (Each question carries 10 marks)
3. Attempt any 10 questions out of 15 from Section – C (Each question carries 03 marks)

Section - A2*10=20

Q1. Discuss the nature and scope of marketing.
Q2. What are the types of marketing environment?
Q3. What are the methods used to identify the target market?
Q4. Discuss the different stages of product life cycle.

Section - B2*10=20

Q5. Discuss the different price adjustment strategies.
Q6. What are the commonly used price regulations?
Q7. Explain the elements of marketing communication. What are the main barriers to marketing communication?
Q8. Explain the different types of distribution channels and methods of it.

Section - C10*3=30

Q9. Short Answer Questions (Attempt any 10 questions)

a) Define marketing.
b) Discuss the elements of macro environment.
c) What is pricing?
d) Definition of logistics.
e) Reasons for price control.
f) Define sales promotion.
g) Selective distribution.
h) What are the issues in marketing?
i) Define digital marketing.
j) Difference between advertising and publicity.
k) Main elements of product decisions.
l) Types of product.
m) Importance of product classification.
n) What are the intermediaries in the market chain?
o) Define advertising.