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Code No. D-14039

FACULTY OF COMMERCE
B.Com. (CBCS) V – Semester Examination, March 2022
(Only For Honours Course)

Subject: Marketing Management
Paper –I 504 (a)

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. Explain product mix.
2. New product pricing method.
3. Personal selling.
4. Levels of Marketing Channel.
5. Explain corporate strategy.
6. Explain packaging and labeling.
7. Explain pricing methods
8. Explain about market plan.

PART – B

Note: Answer any five questions.

(5 x 12 = 60 Marks)

9. Explain new product development stages.
10. Discuss about product mix decision and product line decisions.
11. What are factors influencing price decisions.
12. Explain cost based and demand based pricing strategies.
13. Explain elements in promotion mix.
14. Explain objective of promotion, tools, public relation and publicity
15. Discuss about the marketing channels.
16. Explain significance of online marketing.
17. Explain about SWOT analysis
18. Discuss about goal formulation and strategy formulation.

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