

FACULTY OF COMMERCE
B.Com. (CBCS) (Honours) V Semester Examination, December 2022 - January 2023
(Only for Honours Courses)
Subject: Marketing Management
Paper – DSC – 504

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. What is a Product? Discuss in brief the concept of the Product.
2. What are the Marketing Strategies at Introduction Stage of PLC?
3. Price Differential Price Policies
4. Geographic price policies
5. Marketing Mix
6. Public Relations
7. Marketing Intermediaries
8. Online Marketing

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

9. (a) What is PLC? Discuss its Stages.
(OR)
(b) What is Packaging? Explain the Strategies of Packaging?
10. (a) What are different Methods of Pricing Policies?
(OR)
(b) What is Pricing? What is the importance of Pricing in Marketing Strategy?
11. (a) Explain Social and Economic effects of Advertising.
(OR)
(b) Explain about Advertising Media.
12. (a) What are the Channel Policies and Strategies?
(OR)
(b) What is Online Marketing? What is its scope and importance?
13. (a) What is Strategic Planning? Explain Strategic Marketing Planning.
(OR)
(b) What is Product Mix GRIDS? Explain "BCG PORTFOLIO ANALYSIS".