

[This question paper contains 2 printed pages.]

Sr. No. of Question Paper : 3099

Roll No.....

Unique Paper Code : 12485902

Name of the Course : B.A. (Hons) Business Economics, 2015 (CBCS)

Name of the Paper : Introduction to Marketing Management (GE-4)

Semester : I

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **any five** questions.
3. **All** questions carry equal marks.

1. (a) Discuss the concept of holistic marketing. (5)
(b) Explain how changes in demographic, economic and technological environment affect marketing decisions? (10)
2. (a) What is market segmentation? What are the conditions that need to be satisfied for market segmentation to be effective? Suggest suitable bases of segmentation. (10)
(b) 'Packaging acts as a silent salesperson'. Comment. (5)
3. (a) What is meant by Product life Cycle? What are its various stages? Explain the marketing strategies adopted in the maturity stage of PLC? (10)
(b) Do you think Public relations are an important component in today's competitive environment? Comment. (5)

P.T.O.

4. (a) Explain the meaning and nature of promotion in marketing. (5)
- (b) Elaborate the components of marketing mix of a business concern? What is the significance of expanded marketing mix as opposed to traditional 4 Ps? (10)
5. (a) Distinguish between wholesaling and retailing. Explain why marketing channel decisions are considered the most critical decisions? (10)
- (b) Explain the significance of branding in modern day marketing. (5)
6. (a) How BCG matrix can be used by the marketers? (8)
- (b) Elaborate various product mix strategies with the help of suitable examples. (7)
7. (a) You are in-charge of Canon's digital camera to be launched next year. Making suitable assumptions, how would you position your product? Also explain how you would make brand name of the product in the market. (8)
- (b) "Sales Promotion acts as a bridge between advertising and personal selling". Discuss. How is advertising different to sales promotion? (7)