

[This question paper contains 2 printed pages.]

**Sr. No. of Question Paper : 6077**

**Your Roll No.....**

Unique Paper Code : 12485902

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

Name of the Course : **B.A. (Hons) Business Economics, 2016 (CBCS)**

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 **all** questions.

1. Attempt the following True/False questions in less than 40 words each.
  - (a) A product's profits are usually greatest during maturity stage of product life cycle.
  - (b) Porter's model discusses six forces of competition.
  - (c) A potential product today is an augmented product tomorrow.
  - (d) Product line length reduces over time.
  - (e) Packaging is considered as the 5<sup>th</sup> P of Marketing Mix. (5×3=15)
2. (a) What are the different marketing management orientations ? Which orientation is relevant today ? (8)

**OR**

- (a) 'Marketing is important for business and customers'. Discuss. (8)
- (b) Why is it necessary to scan marketing environment ? How changes in cultural environment affect marketing decisions ? (7)

*P.T.O.*

3. (a) Under what circumstances would you recommend skimming and penetration pricing policies ? Argue with reasons. Also give suitable examples. (7)
- (b) What do you understand by product line ? How is it different from product width and depth ? (8)

**OR**

Briefly explain the different stages involved in the life cycle of product ? What strategies may be adopted by a marketer to lengthen the period of maturity stage ? (15)

4. (a) Sale of Alarm clocks are on the decline in the past few years. Suggest ways to increase awareness and strengthen promotional campaigns for such clocks. (You may take appropriate assumptions) (7)
- (b) What is Branding ? Why should a marketer brand his products ? (8)

**OR**

- (b) Your company has manufactured a new brand of Soft Drink. What media will you adopt for its advertisement and why ? (8)
5. (a) Flowerwell International is planning to enter the Indian metropolitan market with its range of artificial flowers and plants. Advise its marketing manager on how to segment and target the market. Also explain the positioning strategy it can adopt. (8)
- (b) Briefly explain the major channels of distribution. (7)

**OR**

- (a) Define segmentation. What are the requirements of effective segmentation ? What could be the possible bases for segmentation of Packaged Juices ? (8)
- (b) "Middlemen are superfluous and undesirable in the field of distribution trade." Do you agree ? Give reasons in support of your views. (7)