

PAPER 2nd May/June, 2017
MARKETING MANAGEMENT (117)

Time : Three Hours] [Maximum Marks : 90 [Minimum Pass Marks : 32

Note : Attempt all the five questions. All Questions carry equal marks.

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Unit-I

1. Define the term Marketing. Explain the nature and scope of Marketing. What are the controllable and uncontrollable marketing environment?

OR

Define Consumer Behaviour. Explain the steps involved in decision-making process in buying.

Unit -II

2. Define Market Segmentation Describe the major bases responsible for successful market segmentation. **<http://www.prsunotes.com>**

OR

Explain the relation between Marketing and Marketing Mix. Describe briefly the elements of Promotion Mix.

Unit- III

3. What is the importance and objective of Pricing? Elaborate in detail the various factors which are involved in pricing a product.

OR

Write short notes on the following :

(a) Pricing strategies (b) Product promotion.

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Unit-IV

4. What do' you mean by channel of distribution? What factors influence the selection of Distribution of channels?

OR Write short notes on the following : (a) Marketing channels (b) Agency.

Unit- V

5. What do you mean by Marketing Research? Discuss its scope and importance in business.

OR

Write short notes on the following :

(a) Marketing Information System

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(b) Steps of Marketing Research Process.