

# **MARKETING MANAGEMENT : 2009**

## **(Old and New Course - 117)**

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### **UNIT - 1**

1. Explain the marketing philosophies which have evolved after the advent of modern factory system.

**OR**

What do you understand by consumer behaviour ? Describe the importance of consumer behaviour in marketing.

### **UNIT - 2**

2. What is market segmentation ? Define the major requirements for successful market segmentation.

**OR**

What do you mean by marketing-mix ? Describe with example the elements of marketing-mix.

### **UNIT - 3**

3. Define the term 'pricing'. Describe the determinants which are considered at the time of deciding the price of a product.

**OR**

What do you understand by promotion of a product ? Describe the elements used in product promotion.

### **UNIT - 4**

4. What is channel of distribution ? Discuss the different channels available to a business enterprises.

**OR**

Write a note on the functioning of an agency.

### **UNIT - 5**

5. What is Marketing Research ? Describe that how research is useful in marketing of goods and services.

**OR**

Discuss the scope of marketing information system. Elaborate its importance in the success of business organisation.

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