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MARKETING MANAGEMENT : 2012
(Old and New Course - 118)

Old Course

Maximum Marks : 70

Minimum Pass Marks : 25

New Course

Maximum Marks : 90

Minimum Pass Marks : 32

Note : Attempt any five questions. All questions carry equal marks.

UNIT - 1

1. Describe the role of marketing for the success of an organisation. Outline the scope and limitations of marketing.

OR

What is the importance of each stage of consumer buying decision-making process and how psychological forces influence this ? <http://prsuonline.com>

UNIT - 2

2. How are marketing and marketing-mix related ? What should be marketing-mix strategy when a new product introduced into the market ?

OR

What is marketing planning and what is the importance of market segmentation in this ? Outline the bases of market segmentation.

UNIT - 3

3. What is the importance and the objectives of pricing ? Introduce different pricing strategies to achieve the above objectives with suitable examples.

OR

What are the objectives of promotion and what are the factors taken into consideration in selection of any tool of promotion ?

UNIT - 4

4. Who is a "Retailer" & how he is distinguished from a "Wholesaler" ? Introduce any five types of retailers or retailing units.

OR

What is the importance of distribution and what are the factors taken into consideration in selection of any channel of distribution ?

UNIT - 5

5. What is the importance of marketing research and what is the procedure of conducting this ?

OR

Write short notes on the following :

(a) MIS

(b) Scope of Marketing Research

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