

**CBCS SCHEME
MARKETING MANAGEMENT
MODEL QUESTION PAPER**

Time: 3 hrs

Max.Marks:100

*Note: 1:Answer any four questions from Q.No.1 to Q.No.7.
2:Question No.8 is compulsory*

- 1 a. Define Marketing. (3 marks)
 b. Briefly explain the product oriented concept and customer oriented concept. (7 marks)
 c. Explain the contemporary Indian Marketing Environment. (10 marks)
- 2 a. What is market segmentation? (3 marks)
 b. Explain the concept of Buying motives in marketing environment. (7 marks)
 c. Explain in detail the various bases for segmenting consumer markets. (10 marks)
- 3 a. What is Branding? (3 marks)
 b. Explain in detail the various product differentiation strategies. (7 marks)
 c. Explain in detail the growth phase and Maturity phase of PLC. (10 marks)
- 4 a. What is Supply chain management? (3 marks)
 b. Explain in detail channel management decisions. (7 marks)
 c. Explain the various Pricing strategies. (10 marks)
- 5 a. What is direct marketing? (3 marks)
 b. Explain AIDA model with suitable example. (7 marks)
 c. Explain the different steps involved in developing effective communication. (10 marks)
- 6 a. What is personal selling? (3 marks)
 b. Explain the various components of Marketing Audit. (7 marks)
 c. Explain the various tools and techniques of sales promotion. (10 marks)
- 7 a. What is m-Commerce? (3 marks)
 b. Explain the steps involved in Marketing planning. (7 marks)
 c. Bring out the steps involved in Publicity and Public relations. (10 marks)

8 Case study:**Indian Refrigerator Market**

India's Refrigerator market estimated at Rs. 2750 Cr. is catered mainly by 10 brands. The annual capacity is estimated at around 4.15 million units is running head of demand of 1.5 millions. As there is a demand and a surplus supply, all the manufacturers are trying out for

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