

Set-1

Roll No. ....

Total Pages: \_\_

Paper ID: MCM202 Course Code: MCMM21202T

**Examination (January- 2024)**  
**Master of Commerce (M.Com.)**  
**Semester - II**  
**Marketing Management**

**Time Allowed: 3 Hours**

**Max. Marks: 70**

**Instructions for the Students**

1. Attempt any 2 questions out of 4 from Section – A (Each question carries 10 marks)
2. Attempt any 2 questions out of 4 from Section – B (Each question carries 10 marks)
3. Attempt any 10 questions out of 15 from Section – C (Each question carries 03 marks)

**Section - A2\*10=20**

- Q1. Discuss the nature and scope of marketing.
- Q2. What are the types of marketing environment?
- Q3. What are the methods used to identify the target market?
- Q4. Discuss the different stages of product life cycle.

**Section - B2\*10=20**

- Q5. Discuss the different price adjustment strategies.
- Q6. What are the commonly used price regulations?
- Q7. Explain the elements of marketing communication. What are the main barriers to marketing communication?
- Q8. Explain the different types of distribution channels and methods of it.

**Section - C10\*3=30**

**Q9. Short Answer Questions (Attempt any 10 questions)**

- a) Define marketing.
- b) Discuss the elements of macro environment.
- c) What is pricing?
- d) Definition of logistics.
- e) Reasons for price control.
- f) Define sales promotion.
- g) Selective distribution.
- h) What are the issues in marketing?
- i) Define digital marketing.
- j) Difference between advertising and publicity.
- k) Main elements of product decisions.
- l) Types of product.
- m) Importance of product classification.
- n) What are the intermediaries in the market chain?
- o) Define advertising.