

X-1/2051
MARKETING MANAGEMENT-205
(Semester-II)

Time : Three Hours]

[Maximum Marks : 50

Note : Attempt *four* questions in all, from Group-I and Group-II, selecting not more than *two* questions from each group. Each question in Group-I and Group-II carries 7½ marks. Answer all questions from Group-III. Each question carries 5 marks.

GROUP-I

- I. Explain various tasks of marketing.
- II. Discuss the essentials of marketing strategies.
- III. Discuss the criteria for market segmentation.
- IV. Discuss the factors affecting pricing decisions.

GROUP-II

- V. What is advertising evaluation ? How it is done ?
- VI. Discuss the methods for appraisal of performance of sales force.

VII. Which factors influence the choice of distribution channel ?
Discuss.

VIII. Explain the concept of Network marketing with the help of suitable examples.

GROUP-III

IX. Write short notes on :

- (a) Impulsive and Compulsive Buying Behaviour.
 - (b) Positioning of a Product.
 - (c) Marketing Organisation.
 - (d) Viral Marketing.
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