

6.4.BMS

Time : 2 hrs

Oct-2005

WOOD

Marketing
mgt

Marks : 60

Instructions : i) Questions number 1 is compulsory.
ii) Answer any three questions from the remaining five questions.
All questions carry equal marks.

- Q.1** What is pricing ? What are the major pricing objectives? Explain the important pricing methods . 15
- Q.2** Analyse consumer behavior and indicate what marketing strategy you would follow in any 5 of the following. 15
- a) Mobile phones.
 - b) Cosmetics
 - c) Insurance policy
 - d) Chapatti-making machine
 - e) A small Car.
 - f) Soft drink.
- Q.3** What is the importance of marketing research in taking marketing decisions ? Briefly explain the steps in the marketing research process. 15
- Q.4** Discuss Product Life cycle and its implication for marketing management. 15
- Q.5** Define the term Promotion. What are the tools and factors in setting Promotion Mix? 15
- Q.6** Write short notes on : (any 3) 15
- a) Marketing Ethics.
 - b) Distinguish between Marketing and selling.
 - c) Branding.
 - d) Variables of Market Segmentation.
 - e) MIS.
