RJ-0800
M. Com. (Integrated) (Sem. VII) Examination
March / April - 2017
Marketing Management - 1

Time : 2 Hours] [Total Marks : 50

Instruction :

1  Answer in brief :  
   (a) What do you mean by term Distribution channel ?  
   (b) Define consumer buying behaviour.  
   (c) What is segmentation ?  
   (d) Differentiate between packaging and labelling.  
   (e) Define Pricing.

2  Explain the marketing orientation concepts in detail.  

    OR

2  Define Marketing Management. Explain the scope and importance of marketing in detail.

3  Explain the various policies and strategies related to pricing.  

    OR

3  Explain the process of new product development and consumer adoption process in detail.
4. (a) Write short notes on: (any two)
   (1) Functions of channel members
   (2) Classification of products
   (3) Marketing Environment.

   (b) What type of distribution channel you will select for following products, give valid explanation:
      (a) Milk products
      (b) Watches
      (c) Commercial Trucks.