



RE-3361
M. Com. (Part - I) Examination
April / May - 2010
Marketing Management : Paper - I
(Old Course)

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

<p>नीचे दृशविले निशानीवाणी विगतो उत्तरवही पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination :</p> <p>M. Com. (Part - 1)</p> <p>Name of the Subject :</p> <p>Marketing Management : P. - 1 (Old)</p> <p>Subject Code No. : 3 3 6 1 Section No. (1, 2,.....) : Nil</p>	<p>Seat No. :</p> <table border="1" style="width: 100%; height: 20px;"><tr><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td></tr></table> <div style="border: 1px solid black; border-radius: 15px; height: 60px; margin-top: 10px; display: flex; align-items: center; justify-content: center; padding: 10px;">Student's Signature</div>						

(2) Figures to the **right** indicate full marks of the questions.

1 Give the meaning of marketing and explain the difference 14
concept of marketing.

OR

1 Explain the factors affecting price determination. 14

2 What do you mean by discounts and rebates? Explain 14
their nature and functions.

OR

2 Briefly discuss the various distribution channels. 14

3 Briefly analyse the factors evolved in marketing 14
environment.

OR

3 Critically evaluate the role of branding and packaging 14
in the marketing of products.

4 Explain the following terms in detail : 14
(a) International Marketing
(b) Green marketing.

OR

- 4 Discuss the types of products. 14
- 5 Write short notes on : (any two) 14
- (a) Market segmentation and positioning
 - (b) Relationship marketing
 - (c) Product and product mix
 - (d) Major product decisions.
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