

RAN-2408000802010001
M.M.S. (Sem.-II) Examination April - 2026
Marketing Management
Time: 3 Hours]
[Total Marks: 70

સૂચના : / Instructions (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fill up strictly the above details on your answer book (2) Q.1 and Q.7 are compulsory to attempt. (3) Attempt any 3 (three) from Q.2, to Q.6 (4) Figures to the right indicate marks allotted to that question. (5) All questions carry equal marks.	Seat No.: Student's Signature
---	--

- | | | |
|-------------|---|-----------|
| Q.1. | What is marketing environment? Explain Marketing Environmental factors in detail with suitable examples. | 14 |
| Q.2. | Discuss the steps of consumer buying behaviour process with an example of your choice. | 14 |
| Q.3. | Explain in detail with suitable examples strategies for leaders and challengers. | 14 |
| Q.4. | Explain the factors affecting pricing in detail. Also list down various pricing methods. | 14 |
| Q.5. | Discuss in detail the process of sales management. | 14 |
| Q.6. | Explain types of consumer distribution channels and discuss on physical distribution decisions in detail. | 14 |
| Q.7. | Explain any Two :
a) Elements of Promotion Mix
b) Holistic marketing
c) Cultural and social factors affecting consumer buying behaviour
d) Digital Marketing | 14 |