**MODEL QUESTION PAPER**

**(1ST YEAR) (COMMERCE)**

**MCO13 – MARKETING MANAGEMENT**

**TIME: 03 HOURS MAX.MARKS: 90**

**GROUP A: Answer any three questions. Each question carries 15marks: (15 X 3=45)**

Q.1 Describe the concept of marketing in the context of changing business environment. (15)

Q.2 Discuss the various stages in the buying decision process. (15)

Q.3 Explain the procedure for setting the price for a new product. (15)

Q.4 Explain the basis employed to segment consumer markets. (15)

Q.5 Discuss the various sales promotion techniques for consumer durables. (15)

**GROUP B: Answer any three questions. Each question carries 10 marks: (10 X 3=30)**

Q.6 What are the factors affecting channel selections for shopping goods? (10)

Q.7 Discuss the stages in marketing research process. (10)

Q.8 What marketing strategies are appropriate at each stage of the product life cycle? (10)

Q.9 Explain the steps in designing an advertising copy. (10)

Q.10 Discuss any two models of consumer behavior. (10)

**GROUP C: Answer any three sub-questions. Each sub-question carries 5 marks: (5 X 3=15)**

Q.11 Write a short note on selling concept

Q.12 Write a short note on Marketing Mix.

Q.13 Write a short note on Advertising

Q.14 Write a short note on Promotional Strategy

Q.15 Write a short note on Retail Marketing

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