**(Printed Pages 02)**

**Roll No. \_\_\_\_\_\_\_\_\_\_\_\_**

**MC - 1360**

**M.Com. (I Semester) Examination, Dec.2018**

**COMMERCE**

**Marketing Management**

*Time Allowed: Three Hours] [Maximum Marks: 70*

**Note:** Answer **all** questions.

**Q. 1.** Write short notes on any **six** of the following. **5\*6=30**

fuEufyf[kr esa fdUgha 06 iz'uksa dk mRrj nhft,%&

1. Objectives of marketing management.

foi.ku izcU/k ds mn~ns';A

1. Elements of Marketing Mix.

foi.ku feJ.k ds rRo

1. Marketing information system.

foi.ku lwpuk iz.kkyh

1. Buying Process.

dz; izfdz;kA

1. Product Line Pricing.

mRiknkuqlkj ewY; fu/kkZj.kA

1. Online Marketing.

vkWuykbu foi.kuA

1. Challenges of Rural Markets.

xzkeh.k cktkj dh pqukSfr;kW

1. Personal Selling in Rural Markets

xzkeh.k cktkj esa O;fDrxr fodz;A

**Q. 2.** Critically examine the environmental variables of an organization that effect the decisions taken by their marketing department. **10**

laXkBu ds mu i;kZoj.kh; pjksa dk vkykspukRed ijh{k.k dhft, tks muds foi.ku foHkkx }kjk fy;s x;s fu.kZ;ksa dks izHkkfor djrs gSA

**OR/vFkok**

Explain the marketing threats model of Michael Porter with diagram.

ekbZdy iksVZj ds foi.ku ds [krjksa ds ekWMy dh lfp= O;k[;k dhft,A

**Q. 3.** Why do marketing managers study consumer behavior? Briefly discuss the factors that influence consumer behavior. **10**

foi.ku izcU/kd miHkksDrk O;ogkj dk v/;;u D;ksa djrs gS\ miHkksDrk O;ogkj dks izHkkfor djus okys dkjdksa dk foospu dhft,A

**OR/vFkok**

What is Marketing Research? Explain the research process in detail.

foi.ku 'kks/k fdls dgrs gS\ 'kks/k izfdz;k dk foLrkj ls o.kZu dhft,A

**Q. 4.** Why is pricing considered as an important aspect of Marketing? Describe various pricing techniques for a new product. **10**

ewY; fu/kkZj.k dks foi.ku dk egRoiw.kZ igyw D;ksa ekuk tkrk gS\ ,d uo mRikn ds ewY; fu/kkZj.k dh fofHkUu rduhdksa dk o.kZu dhft;sA

**OR/vFkok**

What are the main channels of distribution? Describe the factors influencing the decision of choosing the channels.

forj.k ds izeq[k ek/;e D;k gS\ fdlh forj.k ek/;e ds pquko ds fu.kZ; dks izHkkfor djus okys dkjdks dk o.kZu dhft;sA

**Q. 5.** Explain the concept of Internet Marketing. What are its impacts on Business and Consumers? **10**

baVjusV foi.ku dh vo/kkj.kk dk o.kZu djsaA O;oLkk; ,oa miHkksDrkvksa ij buds D;k izHkko gS\

**OR/vFkok**

"Social Media is emerging as a new platform of marketing products." Explain.

^^lks'ky ehfM;k foi.ku ds u;s eap ds :i esa mHkjk gSA\*\* O;k[;k dhft,A