

Master of Commerce Examination: May 2016
Semester: II (Center For Distance Education)

Day & Date	Semester	Subject Name	Time	Code
Saturday 14/05/2016	II	Introduction to Marketing Management	11:00 A.M. To 02:00 P.M.	210201

Instructions: Answer any five questions.

- Q.1** State the concept and significance of Marketing. Discuss Marketing Mix in detail. **20**
- Q.2** Why is Price considered to be important in Marketing? Explain the factors affecting price determination. **20**
- Q.3** 'Distribution channels are considered to be backbone of every marketing plan.' Elaborate on the different types of distribution channels. **20**
- Q.4** Discuss the significance, features, merits and demerits of Green Marketing. **20**
- Q.5** Why marketing environment should be studied? Explain either the Macro or Micro factors affecting Marketing Environment. **20**
- Q.6** Why is sales promotion considered to be one of the most effective tools of Marketing? Explain sales promotion its merits & demerits. **20**
- Q.7 Short notes (any two)** **20**
1. B2B & B2C
 2. Public Relations
 3. Pricing Policies
 4. Buyer's Behaviour