

Marketing Management
Supplementary Question Paper

Total Marks: 100

Write short notes on the following (any five)

5 marks each = 25 marks

- a) Selling concept of marketing
- b) Customer Relationship Management
- c) Types of demand and related marketing tasks
- d) BCG Matrix
- e) Marketing management process
- f) Product Life Cycle

Write any five long answers

12 marks each = 60 marks

1. Discuss the various stages of product development process.
2. Explain the components of promotion mix with examples.
3. Enumerate the various methods of pricing.
4. Explain the factors determining the choice of a suitable channel of distribution.
5. Distinguish marketing research from marketing information system.
6. Classify and explain the industrial goods with examples

Case Study

15 marks

ABC organisation is planning to start 4 star hotels in Alwar, Rajasthan. Identify the factors to understand consumer behaviour. How marketing research will help in identifying consumer behaviour? Explain marketing mix strategies for upcoming hotel in Alwar.