

**MASTER OF COMMERCE****Term-End Examination****June, 2007****MCO-06 : MARKETING MANAGEMENT***Time : 3 hours**Maximum Marks : 100*

**Note :** Attempt any **five** questions. All questions carry equal marks.

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1. Differentiate between marketing and selling. Briefly explain the marketing management process. 5+15
  
2. (a) Explain various market targeting strategies adopted by marketers. 10  
(b) State Maslow's Hierarchy of Needs Theory and explain its usefulness for understanding buyer behaviour. 5+5
  
3. (a) Describe how micro-environmental factors affect marketing policies and strategies. 10  
(b) State various requirements for effective market segmentation. 10

4. What do you understand by the terms 'product item', 'product line' and 'product mix' ? How are they related to one another ? Discuss different product mix and product line strategies in marketing. 8+12
5. (a) Briefly explain different product mix pricing strategies.
- (b) Discuss some of the widely used promotional packaging techniques. 10+10
6. Discuss various factors that you keep in view while determining the price of your product. 20
7. Suggest appropriate distribution channel for each of the following four products and also give justification for your suggestion : 5+5+5+5
- (a) Bread
- (b) Colour TV
- (c) Textile Machinery
- (d) Medicines
8. Write explanatory notes on the following :
- (a) Challenges in rural marketing.
- (b) Total system approach to marketing logistics. 10+10
9. What is publicity ? Explain various tools of publicity generation. 5+15