

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3606

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Unique Paper Code : 6132392401

Name of the Paper : Marketing Management in
MSME

Name of the Course : **B.A. (VS) Small Medium
Enterprise (NEP)**

Semester : IV

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
 2. Answer any **five** questions.
 3. **All** questions carry equal marks.
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1. Explain marketing process. What are the different Marketing Philosophies and which one is the latest out of these? Do you agree with those philosophies of marketing?
 2. "Marketing Research is vital for the evaluation of a sound marketing strategy". Explain. What are the steps and benefits of marketing research?

P.T.O.

3. What is Positioning? Why it is an important part of marketing strategy? Explain any five bases for Market Segmentation.
4. What is product life cycle? Explain various marketing strategies that can be adopted by a marketer during the maturity and decline stages of the product life cycle.
5. Discuss the process for determining the price of the product. What are the different pricing strategies and methods a company can adopt?
6. "Marketer use an array of tools for the purpose of communicating and promoting their products and services." In the light of the statement, explain the concept of promotion mix and its various components.
7. Discuss the important market factors affecting choice of channels of distribution and elucidate different types of distribution channels. Explain merits and demerits of each.
8. Write short note on **Any 2** of the following:
 - (a) Branding strategies
 - (b) E-Marketing
 - (c) Marketing Information System
 - (d) Sales promotion strategies

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