

3405

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8. Write short notes on any **three** of the following :

- (a) Marketing research Vs. Marketing information system
- (b) Product mix decisions
- (c) Price skimming Vs. Penetration pricing
- (d) Branding strategies
- (e) Importance of Packaging

(200)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3405

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Unique Paper Code : 6132392401

Name of the Paper : Marketing Management in MSMEs

Name of the Course : **B.A. (VS) Small and Medium Enterprises**

Semester : IV (NEP)

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. Attempt any **five** questions.
3. **All** questions carry equal marks.

P.T.O.

1. "Marketing is a business philosophy that needs to be adopted in any organization". Comment on the statement outlining the scope of marketing. Explain the various marketing concepts that the marketer needs to keep in mind while developing an appropriate marketing mix for business firms.
2. "Marketing begins and ends with the consumer." Keeping this statement in mind, discuss the process of marketing, with reference to the Indian market. Also, suggest a relevant STP (Segmentation, Targeting, and Positioning) model for a product of your choice.
3. Explain the significance of studying product life cycle. Also, discuss various marketing strategies that can be adopted by a marketer during the maturity and decline stage of the product life cycle.

4. What are the various pricing strategies used by a marketer? Also, suggest relevant pricing strategies for following products :-
 - (a) A beauty soap
 - (b) A high fashion dress styled by famous designer
5. "Advertising and Personal Selling are complementary to each other". Comment. Explain the importance of personal selling in this era of E-marketing.
6. What are the different types of channels of distribution used in marketing, using suitable examples? Also, describe various factors which must be considered while making a channel selection.
7. Describe the importance of 'Logistics' in marketing of a product. What are the different approaches for a successful logistics strategy?