(c) Indian buyers are ot bargaining tendency.

(d) Waste of money.

(e) Expenditure on marketing management is a

(c) Marketing is a dynamic process.

True or False: 

Indicate whether the following statements are

Answer all questions.

Group - A

Answer from both the Groups as directed.

The figures in the margin indicate full marks.

Candidates are required to give their answers in

Full Marks: 80

Time: 3 hours

2015
functions of marketing management.

3. Define Marketing Management. Describe the scope of marketing.

2. What is Marketing? Discuss its nature and functions.

15 x 4 = 60

Answer any four questions of the following:

Group - B

(Long answer type questions)

1. Marketing research is wider than market research.
2. Money spent on advertisement is waste.
3. Promotion reduces gap between producers and consumers.
4. The primary object of pricing policy is to earn maximum profit.
5. Every product is a separate brand.
6. A manufacturer should always select lowest cost of channel of distribution.
7. The success or failure of a business depends on its Price-Policy. Discuss.
8. What do you understand by Sales Promotion?
9. Explain the meaning of Product mix. What is Marketing?
10. What is Marketing Research? Thrown light on its limitations.
9. Discuss the various methods of sales promotion.
8. Discuss, in brief, the factors affecting Sales Forecasting. Also explain the limitations of Sales Forecasting.
7. Explain the meaning of Product mix. What is Marketing?
6. The importance of distribution channel in the success of marketing. Explain the behaviour of Indian Consumer's buying characteristics.
5. Define distribution channel. What is behaviour?
4. Define consumer behaviour. Explain the characteristics of Indian Consumer's buying behaviour.
3. Describe Marketing Management. Describe the scope of marketing.
2. What is Marketing? Discuss its nature and functions.