

M.Phil/Pre Ph.D Regular & Supplementary Examinations – OCTOBER, 2023
R180304

Paper –III: MARKETING MANAGEMENT.
Commerce & Management

Time : 3 hrs

Maximum Marks : 100

Answer One Question from Each Unit
All Questions Carry Equal Marks

UNIT - I

1. (a) Define 'Marketing'. Explain in detail about the present Marketing Environment in India.
(or)
(b) What is meant by International Marketing? Outline the perspectives and challenges of International Marketing.

UNIT - II

2. (a) Define 'Consumer'. What are the factors which are influencing Consumer Behaviour?
(or)
(b) Briefly write about the methods and objectives of Pricing.

UNIT - III

3. (a) Examine the factors which are responsible for selection of Channel Members.
(or)
(b) Discuss the need and importance of Marketing Communication.

UNIT - IV

4. (a) What is Marketing Audit? Why is it necessary? Explain in detail.
(or)
(b) What is meant by Green Marketing? Suggest measures to promote Green Marketing in India.

UNIT - V

5. (a) "Marketing Research is not up to the satisfaction in India". Do you agree or not? Give reasons.
(or)
(b) What are the ethical issues involved in Marketing Research.
