

**M.Phil/Pre Ph.D Regular & Supplementary Examinations – OCTOBER, 2023
R210303C**

**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) Discuss the Nature, Scope and importance of Marketing.
(or)
(b) What are the issues and challenges of Marketing in 21 st Century?

UNIT – II

2. (a) Evaluate the process involved in Consumer Decision Making.
(or)
(b) Outline the phases of a Product Life Cycle with a product of your choice as an example.

UNIT – III

3. (a) What is the process involved in Evaluation of Channel Members?
(or)
(b) Identify the reasons for Channel Conflicts. How are they prevented? Explain.

UNIT – IV

4. (a) What are the factors which are affecting Marketing Organization?
(or)
(b) What is E-Marketing? What are its advantages and disadvantages?

UNIT – V

5. (a) Examine the need and significance of Marketing Research in India.
(or)
(b) Briefly explain about various types of Marketing Research.
