

Seat  
No.

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आभास - 069

207

**Marketing Management  
(4207)**

P. Pages : 1

Time : Three Hours

Max. Marks : 60

Instructions to Candidates :

1. Do not write anything on question paper except Seat No.
2. Answersheet should be written with blue ink only. Graph or diagram should be drawn with the same pen being used for writing paper or black HB pencil.
3. Students should note, no supplement will be provided.
4. Figures to the right indicates full marks.
5. Every Question Carry equal marks.
6. Solve **any three** questions out of five in Section - I.
7. Solve **any two** questions out of three in section - II.

**SECTION - I**

1. Elaborate in detail the Present Indian Marketing Scenario with respect to Emergence of service sector & Retailing ? 12
2. Explain in detail about the process of New Product development ? 12
3. Elaborate in detail the Various Problems that has to be face in an International Marketing ? 12
4. Define and Explain the importance of Consumer Protection and Consumer Education ? 12
5. Elaborate in detail about the stepwise process of marketing Research ? 12

**SECTION - II**

1. Explain in detail about factors affecting Pricing decisions and Pricing strategies for the Product in Marketing Mix ? 12
2. Elaborate in detail various Legal Aspect and Marketing ? 12
3. Write short notes **any three**. 12
  - i) Agro - Marketing.
  - ii) Act relating to Labeling & Packaging.
  - iii) AIDA formula.
  - iv) Global Brand.
  - v) Green Marketing.

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