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MER-009

M. A. (ENTREPRENEURSHIP)

(MAER)

Term-End Examination

December, 2025

MER-009 : MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *five* questions. All questions carry equal marks.

1. Discuss the scope of marketing research in terms of its applications in various marketing decision areas. 20
2. Discuss in detail the evolution process of marketing philosophy. How is marketing process handled ? 10+10
3. Differentiate between products and services. Discuss the interdependence of products and services. 10+10

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4. Discuss marketing environment. Describe the macro- and micro-environment of marketing. 4+16
5. (a) Discuss some important uses of marketing research. 4
- (b) Differentiate between the following : 8+8
- (i) Primary and Secondary data
- (ii) Customized and Syndicated research
6. Discuss the relevance of qualitative research in education. Describe the role of a researcher in conducting qualitative research. 10+10
7. Describe the important characteristics of organizational market. Explain the importance of segmenting markets. 10+10
8. Write short notes on any *two* of the following : 10+10
- (a) Content analysis
- (b) Pricing objectives
- (c) Industrial goods
- (d) Social concept of marketing

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