

M. A. (ENTREPRENEURSHIP)

(MAER)

Term-End Examination

June, 2025

MER-009 : MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. “Market segmentation, targeting and positioning are inter-related.” Discuss any *one* of them with examples. 20
2. (a) Explain various cultural factors which influence the buyer behaviour. 10
- (b) Differentiate between the following :5+5
 - (i) Marketing Information System and Marketing Intelligence System

(ii) Marketing Research and Market Research

3. Explain the various stages of new product development process by giving suitable examples. 20
4. Differentiate between product mix and product line with the help of suitable examples. Discuss various pricing strategies used by marketers, with examples. 4+16
5. What is promotion mix ? State the factors to be kept in mind while deciding promotion mix for a product. 4+16
6. (a) Briefly explain, how macro environmental factors affect a company's marketing policies and strategies. 10
- (b) Describe various types of consumer buying behaviour situations. 10

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7. “No single medium of advertising is ideal in all respects.” Critically examine the statement with examples. 20
8. Write short notes on any *two* of the following :

10+10

- (a) Relationship marketing
- (b) Qualities of a good salesperson
- (c) Reasons for failure of new products
- (d) Competition-based pricing

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