

Day & Date	Semester	Subject Name	Time	Code	marks
Wednesday 25/04/2018	II (Fresh/ Repeater)	Marketing Management Introduction to Marketing Management	11.00 AM To 02.00 PM	210201	100

Instructions: Attempt any Five questions.

- Q.1** Discuss online Marketing, its merits & demerits. **20**
- Q.2** Why is a strong distribution network considered to be a backbone of a company? Explain the factors affecting channel choice. **20**
- Q.3** Explain Product life cycle & its strategic implications. **20**
- Q.4** Discuss the consumer decision making process & the steps in it. **20**
- Q.5** Explain the following concepts in detail- B2B, B2C & C2C **20**
- Q.6** Why is price considered to be significant? Explain the different of pricing policies. **20**
- Q.7 Short Notes (any two)** **20**
- a) Publicity
 - b) Labeling
 - c) Database marketing.