



**RE-3361**  
**M. Com. (Part - I) Examination**  
**April / May - 2010**  
**Marketing Management : Paper - I**  
*(Old Course)*

Time : 3 Hours]

[Total Marks : 70

**Instructions :**

(1)

<p>नीचे दृशविले निशानीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination :</p> <p><b>M. Com. (Part - 1)</b></p> <p>Name of the Subject :</p> <p><b>Marketing Management : P. - 1 (Old)</b></p> <p>Subject Code No. : <b>3 3 6 1</b> Section No. (1, 2,.....) : <b>Nil</b></p>	<p>Seat No. :</p> <table border="1" style="width: 100%; height: 20px;"><tr><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td></tr></table> <div style="border: 1px solid black; border-radius: 15px; height: 60px; margin-top: 10px; display: flex; align-items: center; justify-content: center; padding: 10px;">Student's Signature</div>						

(2) Figures to the **right** indicate full marks of the questions.

1 Give the meaning of marketing and explain the difference 14  
concept of marketing.

**OR**

1 Explain the factors affecting price determination. 14

2 What do you mean by discounts and rebates? Explain 14  
their nature and functions.

**OR**

2 Briefly discuss the various distribution channels. 14

3 Briefly analyse the factors evolved in marketing 14  
environment.

**OR**

3 Critically evaluate the role of branding and packaging 14  
in the marketing of products.

4 Explain the following terms in detail : 14  
(a) International Marketing  
(b) Green marketing.

**OR**

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[Contd...

- 4 Discuss the types of products. 14
- 5 Write short notes on : (any two) 14
- (a) Market segmentation and positioning
  - (b) Relationship marketing
  - (c) Product and product mix
  - (d) Major product decisions.
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