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RE-3360

M. Com. (Part - I) Examination

April / May - 2010

Marketing : Paper - I

(General Marketing) (New Course)

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दृशविले निशानीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="M. Com. (Part - 1)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Marketing - 1 (New)"/>	<input type="text"/>
Subject Code No. : <input type="text" value="3"/> <input type="text" value="3"/> <input type="text" value="6"/> <input type="text" value="0"/>	<input type="text"/>
Section No. (1, 2,.....) : <input type="text" value="Nil"/>	<input type="text"/>
	Student's Signature

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

1 Explain the marketing planning process? 14

OR

1 Explain the following various concepts of marketing: 14

(1) Cyber marketing

(2) Relationship marketing.

2 Explain the various trends in the marketing environment? 14

OR

2 Why do the new products fail in the market? 14

3 Explain different pricing policies in detail. 14

OR

3 What do you mean by middle-class explosions? Explain effect of middle class life style on consumer markets. 14

4 Explain the various "P"s of promotion on it. 14

OR

4 What do you mean by Rural markets? Explain in brief the typical problems encountered in rural marketing. 14

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[Contd...

- 5 Aditya Ltd has been engaged in the electronics industry since last 20 years. It mainly deals T.V., computer, refrigerator, washing machine, D.V.D. etc. Due to acute competition in the industry since last 3 years. Its sales of all products has continuously been decreasing. It has a market all over the country. To maintain the position in the market in face of decreasing sales has been on going. Concern of the marketing manager. The company devotes appropriate efforts. 14

Questions :

- (1) Discuss the causes of decline in the sale.
- (2) Which strategy will you adopt as a marketing manager to maintain the position in the market ? Why ?
