

Total No. of Questions : 4]

SEAT No. :

PB1308

[Total No. of Pages : 4

[6224]-313

S.Y. B.Com.

**236(H) : MARKETING MANAGEMENT - I
(2019 Pattern) (Semester - III) (Special Paper - I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Fill in the blanks (Attempt any 5 out of 6) [5]

- i) The entire marketing management is centered on the _____
 - a) Business
 - b) Customers
 - c) Advertising
 - d) Sales
- ii) A business organization's plan to convert potential customers into permanent customers is _____
 - a) Marketing Research
 - b) Marketing Strategy
 - c) Sales Management
 - d) Marketing
- iii) X and Y theory was proposed by _____
 - a) Maslow
 - b) McClelland
 - c) McGregor
 - d) Herzberg
- iv) Demography is a _____ element of marketing planning.
 - a) Internal
 - b) External
 - c) National
 - d) International
- v) _____ is the first important step in marketing research process.
 - a) Collection of Statistics
 - b) Analysis of Statistics
 - c) Research Report
 - d) Objectives of the Research

P.T.O.

- vi) _____ means a series of questions to which answers are sought from different persons.
- a) Questionnaire
 - b) Observation
 - c) Experiment
 - d) Survey

B) Match the Following: [5]

Group A

Group B

- | | |
|-------------------------|--|
| i) Marketing Management | a) Public Media |
| ii) Maslow | b) Steps in Marketing Research |
| iii) Advertising | c) Marketing Objectives and its Scope |
| iv) Data collection | d) Marketing Planning and Implementation |
| v) Marketing Planning | e) Theory of Needs |

Q2) Write a short notes (Any Two) [10]

- a) Characteristics of marketing management
- b) Scope of consumer behaviour
- c) Scope of marketing planning
- d) Survey method

Q3) a) Write the characteristics of marketing in India context. [8]

- b) What is Consumer Behaviour? Explain the determinants of consumer behaviour. [7]

Q4) a) Explain the stages of marketing planning. [8]

- b) Explain marketing research process in detail. [7]



- ब) जोड्या जुळवा. [5]
- | गट 'अ' | गट 'ब' |
|---------------------|--|
| i) विपणन व्यवस्थापन | अ) प्रसिद्धी माध्यम |
| ii) मॅसलो | ब) विपणन संशोधनातील पायरी |
| iii) जाहिरात | क) विपणन उद्दिष्ट्ये व त्याची व्याप्ती |
| iv) माहिती संकलन | ड) विपणन नियोजन व अंमलबजावणी |
| v) विपणन नियोजन | इ) गरजांचा सिद्धांत |

- प्र.2) टिपा लिहा. (कोणत्याही दोन) [10]
- अ) विपणन व्यवस्थापनाची वैशिष्ट्ये
- ब) ग्राहक वर्तणुकीची व्याप्ती
- क) विपणन नियोजनाची व्याप्ती
- ड) सर्वेक्षण पद्धत

- प्र.3) अ) भारताच्या संदर्भात विपणनाची वैशिष्ट्ये लिहा. [8]
- ब) ग्राहक वर्तणूक म्हणजे काय? ग्राहक वर्तणुकीचे निर्णायक घटक स्पष्ट करा. [7]

- प्र.4) अ) विपणन नियोजनाच्या पायऱ्या/टप्पे स्पष्ट करा. [8]
- ब) विपणन संशोधन प्रक्रिया सविस्तर स्पष्ट करा. [7]

