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SEAT No. :

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S.Y. B.Com.

246-H : MARKETING MANAGEMENT - II
(2019 Pattern) (CBCS) (Semester - IV)

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 five) :

[5]

- i) Green Marketing is also known as _____.
(Environmentally Marketing, Digital Marketing, Social Marketing, Rural Marketing)
- ii) E-marketing requires _____.
(Internet, Land, Marketing mix, Green marketing)
- iii) E-mail marketing saves _____ and money.
(Work, Time, Management, Internet)
- iv) International marketing leads to growth of _____.
(consumer satisfaction, profitability, time, sources)
- v) _____ help to protect the environment.
(E-marketing, Green marketing, Digital marketing, Social media marketing)
- vi) Facebook is an example of _____.
(Green marketing, E-marketing, Rural marketing, Marketing mix)

b) Match the following :

[5]

- Group 'A'
- i) Increase in Export
 - ii) E-mail marketing
 - iii) Instagram
 - iv) Direct Response
 - v) Green marketing

- Group 'B'
- a) Online Advertisement
 - b) International Marketing
 - c) E-marketing
 - d) Use of natural sources
 - e) Social media marketing
 - f) Plastic ban

P.T.O.

B) State whether the following statements are True or False : [5]

- i) Intrinsic motivation is a type of motivation in which an individual is being motivated by internal desires.
- ii) Leadership is a static and destructive force in any organization.
- iii) Accountability means answerability.
- iv) Corporate social responsibility refers to the system of structures, rights, duties and obligations by which corporations are directed and controlled.
- v) Taking corrective action is the first step in the control process.

Q2) Explain the term 'Motivation' and its characteristics. [15]

Q3) What is 'Leadership'? Explain in brief the various styles of Leadership. [15]

Q4) What do you mean by 'Control'? Explain the need and importance of control. [15]

Q5) What is 'Disaster Management'? Explain the need and importance of disaster management. [15]

Q6) Write a short note (any three) [15]

- a) Corporate social responsibility
- b) Need for coordination
- c) Contribution of Dr. Babasaheb Ambedkar to Leadership
- d) 'Z' theory of Motivation

