

**MASTER OF ARTS
(ENTREPRENEURSHIP) (MAER)**

Term-End Examination

December, 2024

MER-009 : MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any **five** questions. All questions carry equal marks.

1. How do environmental factors affect marketing policies and strategies ? Briefly explain various regulations that affect the marketing decision in India. 10+10

2. What are the marketing concepts ? Explain the evolution process of marketing management philosophy. 10+10

3. Discuss briefly the factors that influence buyer decision-making behaviour. 20

4. Differentiate quantitative and qualitative research studies. What are the basic factors of qualitative studies ? 10+10
5. Differentiate between the following : 10+10
- (a) Marketing information system and Marketing intelligence system
 - (b) Customised and Syndicated researches
6. “Channels of distribution used are different for different products.” Explain and state the reasons. 20
7. Why should a company brand a product ? What are the advantages of branding a product ? Discuss this issue by taking toothpaste category in Indian market. 10+10
8. Write short notes on any *two* of the following : 10+10
- (a) Total system approach to marketing logistics
 - (b) Competition-based pricing
 - (c) Marketing on Internet
 - (d) Direct channel distribution

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