

M. A. (ENTREPRENEURSHIP)

(MAER)

Term-End Examination

June, 2026

MER-009 : MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. (a) Differentiate between marketing concept and societal concepts. 8
- (b) Discuss the current marketing environment for luxury cars in India. 12
2. Explain the evolution process of Marketing Management Philosophy. Discuss the growth of consumerism in Indian context with *five* suitable examples. 10+10

3. Describe the macro environment and micro environment of marketing. Discuss various regulations affecting marketing in India.

10+10

4. “Consumers are being influenced by a number of psychological factors in the purchase of products and services.” Discuss these factors briefly.

20

5. Describe the distinguishing characteristics of organizational market. Briefly discuss various types of organizational markets.

10+10

6. Explain different classification schemes for services giving suitable examples.

20

7. Discuss various factors that influence the price determination.

20

8. Write short notes on any *two* of the following :

10 each

(a) Types of consumers

(b) Pricing objectives

(c) Stages in buying decision process

(d) Branding

x x x x x