

M.Com. Part-I Examination, 2020 (DDE)
Subject: Commerce
Paper: 5
(Marketing Management)

Time: 2 Hours

Full Marks: 40

The figures in the margin indicate full marks.
Candidates are required to give their answers in their own words
as far as possible

Answer any four questions.

(10 X 4 =40)

1. Describe the process of 'value creation through value delivery' with a view to achieving customer's satisfaction.
2. Briefly state the various phases of product life cycle.
3. Identify and narrate various bases of market segmentation.
4. Explain various steps in new product development.
5. Write short notes on: i) Cost oriented method of pricing, and ii) Market oriented method of pricing. 5+5
6. Distinguish between Vertical and Horizontal marketing systems.