

**GOENKA COLLEGE OF COMMERCE & BUSINESS ADMINISTRATION**

**M COM SEMESTER –II Internal Assessment**

**SUBJECT: MARKETING MANAGEMENT**

**PAPER -CC:201**

**FULL MARKS – 15**

**TIME – 1 HOUR**

**MODULE- I**

**Answer any ONE question (7.5 Marks)**

1. What do you understand by “Customer Relationship Management (CRM)”? Is it desirable to have CRM for a growing firm? Give reasons. (2.5 + 5)

2. Define 'Marketing mix'. What are the features regarding sales, costs, profits and competitors in different stages of product life cycle? Discuss briefly idea generation and idea screening with respect to new product development strategy. (1.5 + 3 +3)

**MODULE-II**

**Answer any ONE question (7.5 Marks)**

3. Define “Pricing Strategies”. Suggest an appropriate pricing strategy for a declining FMCG company. (2.5 + 5)

4. What is the relationship between ‘advertising’ and ‘sales promotion’? Design a suitable channel of distribution of an edible oil company. (3.5 + 4)