

Anjuman Islam Janjira Degree College of Science Murud-Janjira, Raigad-402401 Affiliated to University of Mumbai	
Class: -S.Y.B.Com (MS)	Subject: Introduction of Marketing Management
Semester:- III	Course code: -
Exam Event:- Winter 2025	Marks: -60
Date: - 11/10/2025	Duration: - 2:00 Hours

- N.B. – 1 – All questions are compulsory.**
2 – All questions have Internal choice.
3– Figures to the right indicate full marks.
4 – Attempt any Four questions from the following.



Q.1. Answer the following:

- A.** What is marketing, and how does it differ from marketing management? **07**
B. Describe the stages of the Product Life Cycle (PLC) and the typical marketing strategies associated with each stage. **08**

Q.2. Answer the following:

- A.** What is packaging? Discuss the role of packaging. **07**
B. What are the key aspects of the product mix and its elements? Give examples. **08**

Q.3. Answer the following:

- A.** Explain the factors influencing changes in price. **07**
B. Describe the channel integration systems. **08**

Q.4. Answer the following:

- A.** What is market segmentation? Discuss the merits of market segmentation. **07**
B. Discuss sustainable packaging and the emerging trends in packaging standards. **08**

Q.5. Answer the following:

- A.** What is the classification of business goods? Give examples. **07**
B. Discuss the media mix for rural markets in detail. **08**

Q.6. Answer the following:

- A.** Discuss the components of the internal environment. **07**
B. Explain the key elements of supply chain management. How does an efficient supply chain contribute to competitive advantage in today's global market? **08**