

Anjuman Islam Janjira Degree College of Science Murud-Janjira, Raigad-402401 Affiliated to University of Mumbai	
Class: -S.Y.B.Com (M.S)	Subject: Introduction of Marketing Management
Semester:- III Additional Exam	Course code: -
Exam Event:- FH Summer 2026	Marks: -60
Date: - 20/02/2026	Duration: - 02:00 Hours

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



Q.1. Answer the following:

- A. Explain the product hierarchy and its components. **07**
B. What is product positioning? Explain the qualities of successful positioning and positioning strategies with examples. **08**

Q.2. Answer the following:

- A. Explain the meaning and importance of distribution channels in a developing economy. **07**
B. Describe social media and discuss recent trends in promotional offerings. **08**

Q.3. Answer the following:

- A. What are the functions of distribution channels in business? **07**
B. Discuss community engagement as a strategic tool for marketing management. **08**

Q.4. Answer the following:

- A. Describe the five stages of the consumer buying decision process. Illustrate how marketers influence customer decisions at each stage. **07**
B. Explain Porter's generic competitive strategies. How can a business decide which strategy—cost leadership, differentiation, or focus—is most appropriate for its market? **08**

Q.5. Answer the following:

- A. Discuss the concept of sales promotion, its important limitations, and types of sales promotion. **07**
B. Analyze the marketing mix of successful, failed, and repositioned brands. **08**

Q.6. Answer the following:

- A. What are the implications of the new product development process for a company's marketing strategy, resources, and brand image? **07**
B. What is packaging? Discuss the essentials of packaging with examples. **08**