

SEMESTER : IV
CLASS : SYBCOM
NAME OF THE DEPARTMENT: COMMERCE
PAPER NO:
TITLE OF THE PAPER : MARKETING MANAGEMENT (BUSINESS MANAGEMENT)
NAME OF THE TEACHER: Dr. Rashmi Agnihotri

For assignment, answer any three from each unit.

Unit 1	<ol style="list-style-type: none"> 1. Explain the Various types of middlemen. 2. Describe in detail the classification of merchant middlemen. 3. Discuss the classification of functional middlemen. 4. Elucidate the function performed by the middlemen. 5. What is logistics? Describe the various components of logistics. 6. Define E-marketing. Explain the merits and demerits of E-commerce. 7. What is online retailing? Explain the features of e retailing. 8. Write an essay on any one of the successful online retailing. 9. Write a note on E-retiling. 10. Highlight the success of anyone online retailing from abroad.
Unit 2	<ol style="list-style-type: none"> 1. Describe the various elements of the promotions mix. 2. Discuss about the various aspects included in the promotion mix 3. What is promotion mix? Explain the objectives of the promotion mix. 4. What are the objectives of marketing communication? 5. Discuss the factor create effects on promotion mix decisions. 6. Define a marketing communication. What are the steps involved designing a marketing communication programme? 7. What is social media? Explain the role of social medial in marketing communication. 8. Explain the miscellaneous role of social media in marketing communication.
Unit 3	<ol style="list-style-type: none"> 1. Bring out differences between the consumer markets (individuals \ household) and the organizational buyers(industrial / business houses) 2. Distinguish between consumer buying and organizational buying. 3. Explain various factors that influence the consumer purchasing behaviour. 4. Describe the steps involved in the consumer purchase decision process (with respect to high involvement and low involvement product) 5. Elucidate the process of consumer purchase decision for high involvement products. 6. discuss the steps in an organisational purchase decision process (with respect to different buying situations) 7. List and explain the various factors affecting organizational buyer behaviour.

Unit 4

1. Define services. Explain its key features.
2. Briefly explain the Marketing mix that can be used for services marketing.
3. Bring out ways in which organisation can managing services quality and productivity.
4. Briefly describe the rural market scenario in India.
5. Highlight the factors contributing to the growth of rural markets in India.
6. What are the major challenges face by marketers in rural areas?
7. Suggest some strategies that can be used by the marketers to deal with the challenges of rural marketing in India.