

MP-106 / MP-201(Old)
December - Examination 2015
MBA Ist Year Examination
Marketing Management
Paper - MP-106 / MP-201(Old)

Time : 3 Hours]

[Max. Marks :- 80

Note: The question paper is divided into three sections A, B and C.

Section - A

8 x 2 = 16

- 1) Answer all the questions with 30 words of each.
- (i) What is marketing?
 - (ii) What is marketing mix?
 - (iii) Define segmentation.
 - (iv) Who is consumer?
 - (v) Define brand.
 - (vi) What is multilevel marketing?
 - (vii) Define consumerism.
 - (viii) What is an event?

Section - B

4 x 8 = 32

Note: Answer any four questions within 200 words each.

- 2) Discuss the consumer orientation of marketing.
- 3) Examine determination of marketing environment.
- 4) Discuss the significance of packaging.
- 5) Elaborate the process of consumer buying.
- 6) Discuss the determinants of distribution channels.
- 7) Discuss methods of pricing.
- 8) Discuss the benefits of multilevel marketing.
- 9) Describe features of event marketing.

Section - C

2 x 16 = 32

Note: Attempt any two questions within 500 words of each.

- 10) Describe the philosophy of marketing management.
 - 11) Elaborate the concept of segmentation, targeting and positioning.
 - 12) Discuss important decisions related to product.
 - 13) Examine emerging trends in marketing.
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