

MP-201(Old)/MP-106

December - Examination 2016

Master of Business Administration - I Year Examination

Marketing Management

Paper - MP-201(Old)/MP-106

Time : 3 Hours]

[Max. Marks :- 80

Note: Answer the questions given in three section as per instructions.

Section - A

8 × 2 = 16

Note: Answer **all** the questions within a limit of 30 words.

1) Explain the following terms:

- (i) Marketing
- (ii) Relevant environment
- (iii) Marketing Mix
- (iv) Consumer
- (v) Targeting
- (vi) Product Research
- (vii) Packaging
- (viii) Marketing strategy

Section - B**4 × 8 = 32**

Note: Answer **any four** questions within a limit of 200 words each.

- 2) Elucidate the philosophy of marketing.
- 3) Explain marketing information system.
- 4) Discuss salient features of branding.
- 5) Explain the determinants of distribution channels.
- 6) Discuss the significance of marketing.
- 7) What is the basis of segmentation? Explain.
- 8) Explain integrated marketing communication.
- 9) Write a note on consumerism in India

Section - C**2 × 16 = 32**

Note: Answer **any two** questions within a limit of 500 words each.

- 10) Discuss the concept of STP in details.
 - 11) Examine important determinants of consumer behaviour.
 - 12) Discuss emerging trends in marketing.
 - 13) Explain the functioning of multi-level marketing.
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