

MP-201 (Old) / MP-106

June - 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 sections as per instructions.

Section - A

8 × 2 = 16

(Very Short Answer Questions)

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

1) Explain the following terms:

- (i) Customer orientation
- (ii) Product
- (iii) Market segmentation
- (iv) Positioning
- (v) Market Research
- (vi) Brand
- (vii) Consumerism
- (viii) Advertising

Section - B**4 × 8 = 32**

(Short Answer Questions)

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

- 2) Illucidate the significance of marketing.
- 3) Explain the components of marketing environment.
- 4) Discuss the process of consumer buying behaviour.
- 5) Examine the process of marketing research.
- 6) Discuss important marketing strategies.
- 7) Explain the reasons of growth of multi-level marketing.
- 8) Why is event marketing important? Explain.
- 9) Discuss important distribution channels.

Section - C**2 × 16 = 32**

(Long Answer Questions)

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

- 10) Discuss the operation of event marketing.
- 11) Discuss, integrated marketing communication in detail.
- 12) Discuss the objectives and methods of pricing.
- 13) Write a note on evolution of marketing.