MP-106/MP-201(Old)

June - Examination 2026

Master of Business Administration (Ist Year) Examination

Marketing Management

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

[*Time: **3** Hours*] [*Maximum Marks: **80***]

Note :- The question paper is divided into three sections A, B and C. Write answers as per the given instructions in each section.

Section-A **8×2=16**

(Very Short Answer Type Questions)

Note :- Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum up to **30** words. Each question carries **2** marks.

1. (i) What is Morph Marketing?
   (ii) Define Marketing Mix.
   (iii) What is the Product Life Cycle (PLC)?
   (iv) What is Branding?
   (v) Define Packaging.
   (vi) What is Promotion?
   (vii) What is Multi-Level Marketing (MLM)?
   (viii) What is Consumerism?

Section-B **4×8=32**

(Short Answer Type Questions)

Note :- Answer **any four** questions. You have to delimit your each answer maximum up to **200** words. Each question carries **8** marks.

2. "Modern marketing is consumer-oriented in nature." Discuss this statement and explain the nature and components of the marketing environment.
3. Discuss the major factors that an organization should evaluate before selecting and targeting a specific market segment.
4. Explain the importance of marketing research in business decision-making and examine the major challenges associated with conducting marketing research.
5. Discuss the different categories of products and explain their implications for marketing strategies and managerial decisions.

6. Analyze the relationship between package design and corporate brand image. How can effective packaging contribute to brand recognition and customer loyalty?
7. Explain the process of formulating a marketing strategy and discuss the key steps involved in its successful implementation.
8. Define e-commerce and evaluate its impact on business performance, customer satisfaction and competitive advantage.
9. Discuss the major advantages of Multi-Level Marketing (MLM) as a business model. Also explain the methods that can be used to motivate channel members for improved performance.

Section-C **2×16=32**

(Long Answer Type Questions)

Note :- Answer **any two** questions. You have to delimit your each answer maximum up to **500** words. Each question carries **16** marks.

10. Explain the macro-environmental factors that influence the marketing activities of a modern business organization. Support your answer with suitable examples illustrating the impact of these factors on marketing decisions.
11. Critically examine consumer buying behaviour in the context of high-involvement and low-involvement products. Discuss whether consumer decision-making remains the same in both situations, substantiating your answer with appropriate examples.
12. Discuss the factors that should be considered while determining the price of a new product. Under what market and competitive conditions should a company adopt a price-skimming strategy? Explain with suitable examples.
13. Develop a comprehensive marketing communication plan for the launch of a new breakfast cereal brand. Clearly identify the target market, communication objectives, promotional tools, positioning strategy and the desired brand image to be created among consumers.
