

MP-201(Old)/MP-106

December - Examination 2017

**Master of Business Administration - I Year
Examination****Marketing Management****Paper - MP-201(Old)/MP-106****Time : 3 Hours]****[Max. Marks :- 80**

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

Section - A**8 × 2 = 16**

(Very Short Answer Questions)

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

- 1) (i) Philosophy of marketing.
- (ii) Marketing mix.
- (iii) Buying Behaviour
- (iv) Research.
- (v) Pricing.

- (vi) Communication.
- (vii) Marketing Strategy.
- (viii) Event Marketing.

Section - B**4 × 8 = 32**

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) “Marketers can create needs”. Do you agree? Give research to support your answer.
- 3) What do you understand by promotion? Discuss the various elements of promotion.
- 4) Explain basic strategies for product positioning.
- 5) Describe the components of a marketing information system.
- 6) How packaging is used as a marketing tool? Comments.
- 7) Explain the objectives of pricing policy of a business firm.
- 8) “All marketing strategies are either price-oriented or differentiation-oriented or a blend of the two”. Elaborate.
- 9) Explain the rights of consumers under the Consumer Protection Act, 1986.

Section - C**2 × 16 = 32**

(Long Answer Questions)

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

- 10) Explain with examples, the macro environmental factors that affects the marketing system of a modern organisation.
 - 11) Discuss the usefulness of EKB model to marketer in formulating marketing strategies.
 - 12) What is channel conflict? How can channel conflict be managed effectively?
 - 13) What kinds of products are best suited for Multi-level-marketing? Describe.
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