

MP-201(Old)/MP-106

December - Examination 2018

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) Explain the following terms within 30 words each:
 - (i) Marketing Environment.
 - (ii) Competitor analysis
 - (iii) Product life cycle.
 - (iv) Product line
 - (v) packaging
 - (vi) Multi level marketing
 - (vii) Elastic demand.
 - (viii) Marketing Mix.

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) Examine various methods of sales forecasting.
- 3) What is new concept of Marketing? Explain.
- 4) Examine psychological factors of buying behavior.
- 5) Discuss important features of Branding
- 6) Discuss dissonance reducing behavior of a consumer.
- 7) What do you mean by marketing intelligence? Explain.
- 8) Discuss features of service marketing.
- 9) Discuss the process of marketing research.

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) What do you mean by marketing information system? Explain its components.
- 11) Why do you think that the consumerism is getting so much attention these days? Explain.
- 12) Explain the consumer buying decision process in detail.
- 13) Describe the product related decisions in detail.