

MP-201(Old)/MP-106
December - Examination 2019
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 word each :
 - i. Marketing Strategy
 - ii. Customer Orientation
 - iii. High Involvement Products
 - iv. Event Marketing
 - v. Labeling
 - vi. Multi level marketing.
 - vii. Elastic demand.
 - viii. Consumerism

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 stages of Product Life Cycle.
3. Discuss the process of New Product Development.
4. Explain Branding decisions in brief.
5. What is the basis of channel conflict? Explain.
6. Examine Socio-psycho factors of buying behavior.
7. Discuss dissonance reducing behavior of a consumer.
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. Discuss the basic principles of an Event Plan.
11. Discuss the rights of consumers under the Consumer Protection Act. 1986.
12. Examine the issues of Multi Level Marketing in India.
13. What do you mean by marketing information system? Explain its components.