

MP-106/MP-201 (Old)
December – Examination 2021
Master of Business Administration
(I Year) Examination
Marketing Management
Paper : MP-106/MP-201 (Old)

Time : 1½ Hours]

[Maximum Marks : 80

Note :- The question paper is divided into two Sections A and B. Write answers as per the given instructions.

Section–A

4×4=16

(Very Short Answer Type Questions)

Note :- Answer any *four* 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 4 marks.

1. (i) Define 'Marketing'.
- (ii) What do you mean by Demarketing ?

- (iii) Define Marketing Mix.
- (iv) What do you mean by Marketing Information System ?
- (v) What do you mean by Core Product ?
- (vi) Write any *two* objectives of Advertising.
- (vii) What do you mean by Direct Marketing ?
- (viii) What is STP ?

Section-B **4×16=64**

(Short Answer Type Questions)

Note :- Answer any *four* questions. Answer should not exceed **200** words. Each question carries 16 marks.

- 2. “There is one and only one valid definition of business purpose to create a customer.” Discuss this statement keeping in view the nature and purpose of marketing.
- 3. “The Indian market is gradually becoming consumer-oriented.” Discuss the statement with references to the impact of marketing environment.
- 4. What factors does a firm need to examine before deciding to target a market ?

- 5. “The consumer needs and goals are constantly changing due influence of various factors.” Explain the statement with the help of example and the logical reasons for it.
- 6. Discuss the process of Marketing Research.
- 7. Define PLC. Explain PLC with special references to their managerial implication.
- 8. Explain the advantages and disadvantages of Branding.
- 9. Explain the various factors affecting pricing decisions.