

MP-106/MP-201 (Old)

December – Examination 2022

Master of Business Administration (I 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.

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. Answer the following :

- (i) Marketing mix
- (ii) Product

- (iii) Marketing research
- (iv) Channels of distribution
- (v) Positioning of product
- (vi) Market segmentation
- (vii) Pricing
- (viii) Consumer buying behaviour

Section-B **4×8=32**

(Short Answer Type Questions)

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

2. What do you mean by the term Marketing management. Explain its characteristics.
3. What are the various factors/elements of marketing environment ?
4. Define Marketing Information System and its process. Discuss its relevance.
5. Why organisations go for marketing research ? Discuss its need and importance.
6. Discuss the various pricing decisions, an organisation have to take while product building.
7. Discuss the various factors affecting channels of distribution.

8. Discuss the concept of multi-level marketing and its effectiveness in the market.
9. Discuss the various marketing strategies in detail.

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 in detail the product life-cycle and its stages. Discuss the various marketing strategies for various stages.
11. Discuss in detail the concept of Market Segmentation, Targeting and Positioning (STP).
12. Discuss in detail the various emerging trends in marketing.
13. What do you mean by the term 'Consumerism' ? What are the various factors affecting consumerism and how is it affecting the marketing scenario ?