

11. Explain in detail the Market Segmentations.
12. Explain different distribution channels in detail.
13. “Consumer is a king of Market.” Explain this statement with the help of consumerism.

MP-106/MP-201 (Old)

December – Examination 2023

Master of Business Administration (Ist 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. (i) Nature of Marketing Management

- (ii) Concept of Marketing
- (iii) Marketing Strategy
- (iv) Elements of Marketing Environment
- (v) Packaging
- (vi) Consumerism
- (vii) Market Targeting
- (viii) Pricing Decisions

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. Discuss in detail the Marketing Environment.
3. What do you mean by Marketing ? Explain its nature and scope.
4. Explain in detail the Market Segmentation.

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5. What is the process of MIS ? Explain it.
6. Explain in detail new product development strategy.
7. Throw light on Branding. Explain Brand Strategy in detail.
8. What are the elements of Marketing Communication Mix ? Explain it.
9. What are the factors affecting Multi-level Marketing ? Discuss it.

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 7P's of Marketing Mix and also define marketing mix.

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