

MP-201(Old)/MP-106

December - Examination 2025

Master of Business Administration (I Year) Examination

MARKETING MANAGEMENT

Paper : MP-201 (Old)/MP-106

[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) Explain the concept of Consumer Oriented Marketing.
- (ii) Distinguish between Marketing and Selling.
- (iii) What do you mean by Segmentation?
- (iv) What do you mean by SWOT?
- (v) What is Positioning?
- (vi) What do you mean by Management Reporting?
- (vii) What is Utility Goods?
- (viii) What do you mean by Export and Import Subsidy?

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. How does marketing affect the lives of people? Explain in detail.
3. What factors does a firm need to examine before deciding to target a market? Explain.
4. Choose an actual non-profit or social organisation and suggest the areas where knowledge of its 'consumers' might improve the services the non-profit organisation provides.

5. Explain the concept of Product Life Cycle. Describe various stages and strategies of PLC.
6. Define Product. Explain marketing implications for the various categories of the product.
7. What do you understand by Branding? Discuss its significance.
8. What do you understand by establishing distribution channel objectives? Explain.
9. Explain the rights of consumers under the Consumer Protection Act, 1986.

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. What do you understand by promotion? Discuss the various elements of promotion.
11. What is MLM? Explain advantages of MLM as a business model.
12. Discuss the basic methods of pricing and on what situation each of these methods will hold relevance? Explain.
13. What do you understand by extended marketing mix? Explain its scope and significance in creating marketing strategy.
