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MP-201(Old)/MP-106

December – Examination 2020

**Master of Business Administration
(I Year) Examination**

Marketing Management

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

Time : 2 Hours]

[Maximum Marks : 80

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

Section-A

8×2=16

(Very Short Answer Type Questions)

Note :- Answer all the 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. Explain the following terms within **30** words each :

(i) Advertising

(ii) Direct Marketing

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(1)

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- (iii) Dealer Sales Promotion
- (iv) Psychographics
- (v) Multilevel Marketing
- (vi) Consumerism
- (vii) Low involvement products
- (viii) Event Marketing

Section-B **4×16=64**

(Short Answer Type Questions)

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

2. Discuss various elements of Marketing Communication.
3. Examine basic strategies for growth stage of a product.
4. How is branding useful as a marketing tool ? Discuss.
5. Examine the basis of channel conflict.
6. Discuss the importance of service marketing.

7. Discuss the factors to be considered for distribution channels.
8. Discuss basic features of Services.
9. Discuss the functioning of Marketing Information System.