

11. Discuss the process of New Product Development.
12. What do you mean by MIS ? Discuss its process and components.
13. Explain in detail the concept of Multi Level marketing ? What are its factors affecting and significance ?

MP-106/MP-201 (Old)

June – Examination 2023

Master of Business Administration (Ist Year) Examination

MARKETING MANAGEMENT

Paper : MP-106/MP-201

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) Marketing Management
- (ii) MIS

- (iii) Branding
- (iv) Multi Level marketing
- (v) Event Marketing
- (vi) Skimming Pricing
- (vii) Stages of PLC
- (viii) Market Segmentation

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 Philosophy of Marketing management.
3. What do you mean by Marketing Mix ? Discuss its components in detail.
4. Explain in detail the Consumer Buying Behaviour. What are the various factors affecting buying behaviour of consumer ?

5. Define Distribution Channels and explain various types of distribution channels.
6. What are the various pricing strategies ? Discuss in detail.
7. Throw light on the Event marketing. Explain its concepts and relevance of event marketing in current scenario.
8. Discuss various Emerging Trends in Marketing.
9. Explain the concept of Packaging. How packaging play an important role in marketing ? Explain.

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 mean by the term “Marketing Environment” ? What are the various types of Marketing Environment ? Explain.