

12. "Pricing must take into account economic concepts that are relevant as well as the trend of economic and political thinking in a particular country." Discuss.

13. What do you understand by Multi Level Marketing ? Explain its benefits and process.

MP-106/MP-201 (Old)

June – Examination 2024

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) What do you mean by 4Ps ?

- (ii) What do you mean by Marketing ?
- (iii) Write any *two* characteristics of Services.
- (iv) What do you mean by Homogenous Products ?
- (v) Write any type of pricing policies.
- (vi) Write any *two* benefits of Packaging.
- (vii) What is Wholesale Distribution ?
- (viii) What is Event Marketing ?

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. Marketing is important for the company as well for the society. Elaborate with reference to Indian context.
- 3. What do you mean by marketing environment ? Explain the need of environment scanning.
- 4. Define marketing mix. Discuss the various factors affecting marketing mix.

- 5. Explain the term product life cycle. Discuss the different stages in the life cycle of a product.
- 6. What do you mean by Branding ? Explain the Advantages of Brand Names.
- 7. Enumerate the factors which affect pricing decisions. What information is useful for pricing decisions in a firm ?
- 8. Critically evaluate the role of advertising in the marketing strategy of an organization.
- 9. Define Event marketing. How will you add value of Event 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. Briefly explain the history of marketing research. Discuss the process of marketing research.
- 11. What is marketing ? What are the functions of a Marketing Manager ? Explain.