

**MP-106/201 (OLD)**

MBA I Year Examination June - 2015

**Marketing Management**

Paper : MP-106/201

(OLD)

*Time : Three Hours]**[Max. Marks : 80***Note:** Answer the question as per instructions.**Section-A****Note:** Answer all 8 questions. Each question carries 2 marks.  
Words Limit 50 words)

(Marks2×8=16)

1. Define the following:
  - (i) Marketing
  - (ii) Marketing mix
  - (iii) Pricing
  - (iv) Market segment
  - (v) Branding
  - (vi) Consumerism
  - (vii) Packaging
  - (viii) Service Marketing

(1)

MP-106/201(Old) / 200 /2

**Section-B****Note:** Answer any 4 questions. Each answer should not exceed 100 words. Each question carries 08 marks.

(Marks 8×4=32)

2. What do you mean by branding? Explain its characteristics.
3. Explain various marketing communication methods.
4. Explain market segmentation, targeting and positioning with the help of examples.
5. What do you mean by marketing strategies? Explain.
6. Explain marketing mix in detail with example.
7. What do you understand by marketing information system? Why is it important in any organisation.
8. What are the PEST factors? Explain.

**Section-C****Note:** Answer any 2 questions. Each answer should not exceed 800 words. Each question carries 16 marks.

(Marks2×16=32)

10. What are the emerging trends in marketing? Explain with example.
11. What do you understand by consumer buying behaviour. Explain in detail.
12. Explain marketing environment in detail with examples.
13. Write short notes on:
  - (i) Marketing Research
  - (ii) Multi level Marketing

—X—

(2)

MP-106/201(Old) / 200 /2

**MP-106/201 (OLD)****MBA I Year Examination June - 2015****Marketing Management**

Paper : MP-106/201

(OLD)

*Time : Three Hours**[Max. Marks : 80***Note:** Answer the question as per instructions.**Section-A****Note:** Answer all 8 questions. Each question carries 2 marks.  
Words Limit 50 words)

1. Define the following:

- (i) Marketing
- (ii) Marketing mix
- (iii) Pricing
- (iv) Market segment
- (v) Branding
- (vi) Consumerism
- (vii) Packaging
- (viii) Service Marketing

(Marks 2×8=16)

(1)

MP-106/201(Old) / 200 /2

**Note:** Answer any 4 questions. Each answer should not exceed 100 words. Each question carries 08 marks.  
(Marks 8×4=32)

- 2. What do you mean by branding? Explain its characteristics.
- 3. Explain various marketing communication methods.
- 4. Explain market segmentation, targeting and positioning with the help of examples.
- 5. What do you mean by marketing strategies? Explain.
- 6. Explain marketing mix in detail with example.
- 7. What do you understand by marketing information system? Why is it important in any organisation.
- 8. What are the PEST factors? Explain.

**Section-C****Note:** Answer any 2 questions. Each answer should not exceed 800 words. Each question carries 16 marks.  
(Marks 2×16=32)

- 10. What are the emerging trends in marketing? Explain with example.
- 11. What do you understand by consumer buying behaviour. Explain in detail.
- 12. Explain marketing environment in detail with examples.
- 13. Write short notes on:
  - (i) Marketing Research
  - (ii) Multi level Marketing

—X—

(2)

MP-106/201(Old) / 200 /2