

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

June - Examination 2017

**Master of Business Administration - I Year  
Examination**

**Marketing Management**

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

**Time : 3 Hours ]**

**[ Max. Marks :- 80**

**Note:** Answer the questions given in three section as per instructions.

**Section - A**

**8 × 2 = 16**

(Very Short Answer Questions)

**Note:** Answer **all** the questions within a limit of 30 words.

- 1) Explain the following terms:
  - (i) Marketing management
  - (ii) Marketing environment
  - (iii) Market segmentation
  - (iv) Positioning
  - (v) Branding
  - (vi) Distribution
  - (vii) Multi level marketing
  - (viii) Consumerism

**Section - B****4 × 8 = 32**

(Short Answer Questions)

**Note:** Answer **any four** questions within a limit of 200 words each.

- 2) What do you mean by internal environment? Discuss its impact on a firm's marketing decision.
- 3) What is Morph marketing? Explain six laws of Morph marketing.
- 4) What factors does a firm need to examine before deciding to target a market? Discuss.
- 5) 'The consumer needs and goals are constantly changing due to influence of various factors? Explain the statement.
- 6) Explain PLC with special references to their managerial implication.
- 7) Develop appropriate branding strategies for laptop and business magazine.
- 8) Explain the factors affecting the choice of distribution channel.
- 9) What are emerging issues of marketing? Explain.

**Section - C****2 × 16 = 32**

(Long Answer Questions)

**Note:** Answer **any two** questions. Within a limit of 500 words each.

- 10) Discuss the relevance of seven P's of service marketing with a suitable examples.
  - 11) Discuss the process of marketing research.
  - 12) What are the factors affecting pricing decisions in a marketing organisation? Discuss.
  - 13) How can we measure the performance of an event? Describe.
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