

MP-201(Old)/MP-106
June - Examination 2018
Master of Business Administration -
I Year Examination
Marketing Management
Paper - MP-201(Old)/MP-106

Time : 3 Hours]

[Max. Marks :- 80

Note: The question paper is divided into three sections A, B and C.
Write answers as per given instructions.

Section - A

8 × 2 = 16

(Very Short Answer Questions)

Note: Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

- 1) Explain the following terms within 30 words each:
- (i) Customer Orientation
 - (ii) Seven Ps
 - (iii) Positioning
 - (iv) Product
 - (v) Label
 - (vi) Direct selling
 - (vii) Consumerism
 - (viii) Cost Plus Pricing

Section - B**4 × 8 = 32**

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Enumerate determinants of marketing environment.
- 3) Discuss the process of consumer buying behaviour.
- 4) Explain basic strategies for branding.
- 5) Describe the important distribution channels.
- 6) Describe important strategies of pricing.
- 7) Discuss important trends in marketing.
- 8) Describe the philosophy of multi-level marketing.
- 9) Discuss important issue of event marketing.

Section - C**2 × 16 = 32**

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 16 marks.

- 10) Discuss the process and basis of market segmentation.
- 11) Discuss the decisions issues related to product.
- 12) Write a detailed note on marketing communication.
- 13) Examine the causes of consumerism and its effect on the society.