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MP-201(Old)/MP-106

June - Examination 2019

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 $8 \times 2 = 16$

(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) Publicity

   (ii) Telemarketing.

   (iii) Consumer Sales Promotion

   (iv) Psychographics

   (v) Environmental Marketing

   (vi) Consumer Orientation

(vii) Marketing Strategy

(viii) Event Marketing

Section - B $4 \times 8 = 32$

(Short Answer Questions)

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

2) Discuss various elements of Sales Promotion.

3) Examine basic strategies for product positioning.

4) How is packaging useful as a marketing tool? Discuss.

5) Examine the rights of consumers under the Consumer Protection Act 1986.

6) Discuss the importance of event marketing.

7) Discuss the factors to be considered for distribution channels.

8) How can channel conflict be managed effectively? Explain.

9) Discuss the functioning of Multi Level Marketing.

Section - C $2 \times 16 = 32$

(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) Examine the marketing strategies for various stages of Product Life Cycle.

11) Discuss the process of new product development.

12) Discuss the components of a marketing information system.

13) Describe the brand related decisions.