

6. How do changes in socio-cultural forces affect businesses ? Do some industries get affected more easily than others due to changes in socio-cultural factors ? Explain citing examples.
7. “Pricing decision is a dynamic decision and not a static one.” Comment. Describe various factors considered while taking and revising the pricing decision.
8. Explain the concept of PLC and its utility for marketers. Discuss the marketing strategies that may be used at the introductory and maturity stages of the product life cycle.
9. Write short notes on any *two* :
 - (a) Multilevel Marketing
 - (b) Consumerism
 - (c) Segmentation and Targeting
 - (d) Event Marketing
 - (e) Brand and Brand Equity

MP-106/MP-201 (Old)

June – Examination 2022

Master of Business Administration (I Year) Examination

Marketing Management

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

Time : 1½ Hours]

[Maximum Marks : 80

Note :- The question paper is divided into two Sections A and B. Write answers as per the given instructions.

Section-A

4×4=16

(Very Short Answer Type Questions)

Note :- Answer any *four* 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 4 marks.

1. (i) Good marketing is no accident, but a result of careful planning and
 - (a) Execution (b) Strategies
 - (c) Tactics (d) Research
- (ii) Marketing Management is
 - (a) Managing the marketing process
 - (b) Monitoring the profitability of the company's products and services
 - (c) Developing marketing strategies to move the company forward
 - (d) The art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value.
- (iii) Define Transaction.
- (iv) Define Positioning.
- (v) What is Marketing Myopia ?
- (vi) Differentiate between marketing and selling.
- (vii) Define placement of product.
- (viii) Define product line.

Section-B

4×16=64

(Short Answer Type Questions)

Note :- Answer any *four* questions. Answer should not exceed **200** words. Each question carries 16 marks.

2. Several competing philosophies such as the Selling concept, Production concept and Product concept exists. How are these different from one another ? How are these different from the marketing concept ?
3. Define Marketing Mix. Discuss different components of marketing mix in detail.
4. Discuss the following stages of a MR process :
 - (a) Data analysis and interpretation
 - (b) Report preparation and presentation
5. What are the characteristics of habitual problem solving by consumers ? What strategies should a marketer adopt for such products where consumer exhibit forming behavior ?