

Total No. of Questions : 07] [SET-A] [Total No. of Printed Page : 02

FINAL EXAMINATION – JULY 2017

MBA / PGDBM
First Year - Second Semester
Marketing Management

MBA/PGDBM

Time : 3 Hours

Max Marks : 70
Min. Marks : 28

Note : (i) Attempt Any Four from section “A”
(ii) Attempt Any Three from section “B”
(iii) Section “C” is compulsory.

SECTION – “A” (Any Four)

4 × 5 = 20

Q.1. Write a short note on:- (Any Four)

- (i) Marketing Mix
- (ii) Product Life Cycle
- (iii) Product Mix
- (iv) Pricing Method
- (v) Guerilla Marketing
- (vi) Types of Marketing Channels

SECTION – “B” (Any-Three)

3 × 12 = 36

Q.2. What is the Marketing? Explain the core concepts of Marketing.

Q.3. Discuss the Marketing Environment. Explain the type of Marketing Environment.

Q.4. “Consumer expenditure has given much value to the marketing process with segmentation of Market” Explain.

Q.5. What do you mean by Pricing? Explain the Pricing strategies.

Q.6. What is the promotion mix? Discuss the sales promotion method.

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SECTION – “C”
(Compulsory Question)

14

Q.7. Explain the term Market segmentation. Why should marketers considers segmentation as on important marketing decision? Discuss with the help of suitable examples.

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SECTION – “C”
(Compulsory Question)

14

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