

**K-830**

Total Pages : 3

Roll No. ....

**MS-107**

**Marketing Management**

Master of Business Administration (MBA)

2nd Semester Examination, 2023 (Dec.)

**Time : 2 Hours]**

**Max. Marks : 70**

**Note :** This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

**SECTION–A**

**(Long Answer Type Questions)**

**Note :** Section 'A' contains Five (05) long answer type questions of Nineteen (19) marks each. Learners are required to answer any Two (02) questions only.

(2×19=38)

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**[P.T.O.]**

1. What do you understand by the concept of marketing? Explain its nature and scope.
2. What do you mean by promotion? Discuss the role of promotion in marketing. Explain in brief the idea of promotion mix.
3. What do you mean by market segmentation? How this segmenting helps in the marketing practice?
4. What are the various stages of product life cycle? What strategy is employed at each stage?
5. "Packaging is a part of marketing mix". Explain. What are the functions of packaging? Explain the requisites of a good package.

### **SECTION-B**

#### **(Short Answer Type Questions)**

**Note :** Section 'B' contains Eight (08) short answer type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only. (4×8=32)

**Discuss any four of the following questions.**

1. Sources from where consumer gets information of a product.
2. Positioning.

3. Importance of Marketing Research.
  4. Role of branding in marketing.
  5. Personal Selling.
  6. Product Planning and Development.
  7. Zero Level Distribution Channel.
  8. Functions of channel of distribution.
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