

A-0785

Total Pages : 4

Roll No. -----

MS-107

Marketing Management

Master of Business Administration (MBA)

2nd Semester Examination 2024(Dec.)

Time: 2:00 hrs

Max. Marks: 70

Note : This paper is of Seventy (70) marks divided into Two (02) Section 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.

P.T.O

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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.

(2x19=38)

- Q.1. What is Marketing? Explain its features. Also describe the impact of liberalization on the Indian marketing environment.
- Q.2. What is meant by product line expansion? Are product line expansion and diversification synonyms? What are the reasons of going in for diversification? Explain with the help of examples.
- Q.3. What is sales promotion? Explain the methods of consumer sales promotion with suitable examples, pointing out its difference with trade sales promotion.

- Q.4. What do you understand by distribution channel? A multinational is planning to launch its brand of cosmetics in India. What channels of distribution should it adopt to make an impact in the already crowded markets of cosmetics?
- Q.5. “Advertising is nothing but salesmanship in print.” Describe the statement and also explain the economics and benefits of advertisement.

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.

[4x8=32]

Briefly discuss any four (04) of the following:

- Q.1. Significance of Marketing in the Modern World.

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- Q.2. Various Types of Marketing Environment.
- Q.3. Various Kind of Pricing Strategies.
- Q.4. Discuss Product Width and Product Length.
- Q.5. Benefits and Approaches of Market Segmentation.
- Q.6. Various Methods to Measure Brand Equity.
- Q.7. Role of Middlemen in Distribution Function.
- Q.8. Salient Features of Personal Selling.
