

A-1351

Total Pages : 3

Roll No.

MS-107

Master of Business Administration (MBA)

Marketing Management

Examination February, 2026

Time : 2:00 Hrs.

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 (2×19=38)

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.

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(1)

P.T.O.

1. Examine the relevance of environmental scanning in marketing. Provide a detailed analysis of macro-environmental forces using the PESTLE framework.
2. Critically evaluate major theories of consumer behaviour. How can marketers apply these theories to design effective marketing strategies ?
3. Explain the strategic considerations involved in pricing new products. Differentiate between value-based, cost-based, and competition-based pricing with examples.
4. Analyze the role of distribution channel design in achieving market efficiency. How can channel conflict be managed strategically ?
5. Discuss the determinants of sales force effectiveness. How should organisations plan, organize, and motivate a high-performing sales team ?

Section–B

Short Answer Type Questions (4×8=32)

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.

1. Define green marketing and explain its relevance in sustainable business.
2. Write about behavioral segmentation with suitable examples.
3. What are convenience products ? Mention key features.
4. Write difference between marketing and selling.
5. Differentiate between publicity and public relations (PR).
6. What is personal selling ? Mention any two advantages.
7. Define market potential.
8. Explain brand extension with an example.
