

# MS-107/CP-1009

## Marketing Management

### विपणन प्रबंध

Master of Business Administration / Diploma in Management  
(MBA-10/12/13/16/17 / DIM-10/16/17/MBAH-11)

2nd Semester, Examination, 2019 (June)

**Time : 3 Hours]**

**Max. Marks : 80**

**Note :** This paper is of Eighty (80) marks divided into three (03) sections A, B and C. Attempt the questions contained in these sections according to the detailed instructions given therein.

### SECTION-A

#### (Long Answer Type Questions)

**Note :** Section 'A' contains four (04) long answer type questions of Nineteen (19) marks each. Learners are required to answer any two (02) questions only.

(2×19=38)

1. What are five different marketing management orientations ? Justify each with appropriate examples.

2. Discuss different marketing forces that can affect the company's ability to serve its customers.
3. Discuss in detail the major steps in the new product development process.
4. Define and describe five promotional tools for communicating customer value. Define the role of personnel selling in promotional mix.

### **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)

1. Explain how companies analyze and use market information system.
2. Discuss major types of buying decision behaviour and the stages in buyer decision process.
3. Explain how the companies identify attractive market segments and choose a market targeting strategy.
4. Discuss different product-mix pricing strategies.
5. Describe different stages of product life cycle.

6. Discuss major types of vertical marketing systems and give example of each.
7. Define sale promotion and discuss its objectives.
8. What is advertising ? Discuss its importance.

**SECTION-C**  
**(Objective Type Questions)**

**Note :** Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this section are compulsory. (10×1=10)

Fill in the blanks :

1. Four P's concept was given by \_\_\_\_\_.
2. \_\_\_\_\_ is short term incentive to encourage the purchase and sales of a product.
3. \_\_\_\_\_ is the first stage of personnel selling.
4. Channel containing one or more intermediary levels is called \_\_\_\_\_.
5. Setting a low price for a new product in order to attract a large number of buyers and large market share is called \_\_\_\_\_.

Select True or False :

6. Offering just the right combination of quality and good service of fair price is good value pricing. (True/False)
  7. Style is a basic and distinctive mode of expression. (True/False)
  8. Variability is a characteristic of a service. (True/False)
  9. A business buying situation in which a buyer routinely reorders something without any modification is straight rebuy. (True/False)
  10. Salt is an example of variety seeking buying behaviour. (True/False)
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