

A-722

Total Pages : 3

Roll No.

MS-107

MARKETING MANAGEMENT

Master of Business Administration (MBA)

2nd Semester Examination, 2024 (June)

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. What is modern concept of Marketing ? In what ways it is different than that of traditional concept of marketing ?
2. What do you understand by STP ? Discuss the basis of market segmentation for Mobile Phones and Toothpaste.
3. Discuss the significance of Pricing in Marketing. Explain various pricing strategy with suitable example.
4. What do you understand by Channels of Distribution ? Explain the concept Zero Level Distribution Channel.
5. What is meant by consumer behaviour ? What are the factors influencing consumer behaviour regarding a particular product ?

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.

Discuss any *four* of the following questions :

1. Marketing Research Process
2. Consumer Behaviour
3. Sales Promotion
4. 4C's of Marketing

5. Post Purchase Cognitive Dissonance
6. Advertising and its functions
7. Various stages in Product Life cycle
8. Components of marketing environment
