

A-0736

Total Pages : 3

Roll No.

MS-107

Master of Business Administration (MBA)

(Marketing Management)

Examination, June 2025

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.

A-0736/MS-107

(1)

P.T.O.

1. Explain the nature and kinds of marketing environment.
Also give examples of environmental factors which have the potential of influencing marketing strategies.
2. “Marketing research is vital for the evaluation of a sound marketing strategy.” Explain this statement. Also describe its objectives and various stages involved in the marketing research process.
3. What are the steps involved in new product launch ?
Explain with the help of a suitable example. How would you select the right target market for your new product ?
4. Explain the importance of pricing in the marketing mix.
What are the determinants in pricing a product ?
5. What do you understand by sales forecasting ? Examine critically the different theories on which such forecasting is based ?

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. Various Approaches of Studying Marketing.
2. Impact of External Environment on Firm's Marketing Decision.
3. Stages in the consumer Buying Decision Process.
4. Objectives of Pricing Policy of a Business Firm.
5. Various Factors which Must be Considered. While Making Channel Selection.
6. Qualities of a Successful Salesman.
7. Kinds of Advertising Media.
8. Components of Marketing Information System.
