

P-702

Total Pages : 3

Roll No.

MS-107

Marketing Management

Masters of Business Administration (MBA)

2nd Semester Examination, 2023 (June)

Time : 2 Hours]

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 answer to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

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.

(2×19=38)

1. How marketing is different from selling? Explain with a suitable example.

P-702 / MS-107

[P.T.O.]

2. Explain societal marketing concept. Give an example.
3. What is meant by consumer behaviour? What are the factors influencing consumer behaviour regarding a particular product?
4. Explain the five step model for marketing process.
5. What do you understand by market segmentation? How can this be made effective in business markets?

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)

Briefly discuss the following (any *four*) :

1. Product concept.
2. Forecasting errors.
3. Marketing Mix.
4. Brand Positioning.

5. Reference group.
 6. Factors affecting pricing of a product.
 7. Component of promotion.
 8. Merits of Direct Marketing.
-

