# MS-107/CP-1009
# Marketing Management
# (विपणन प्रबन्ध)
# Master of Business Administration/ Diploma in Management
# MBA-10/12/13/16/17/DIM-10/16/17

## 2nd Semester
# Examination-2019

*Time : 3 Hours*　　　　　*[Maximum Marks : 80*

**Note :** This paper is of Eighty (80) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

### Section–A

### (Long Answer Type Questions)

**Note :** Section 'A' contains Five (05) long-answer-type questions of Fifteen (15) marks each. Learners are required to answer any three (03) questions only.　　　　　**(3×15=45)**

1. What do you understand by company's macro-environment? Elaborate various factors of macro-environment?

2. Explain the role of marketing management in economic development of India. Give a suitable examples in support of your answer.

3. Define sales forecasting method? What are the various techniques of sales forecasting?

4. Discuss the difference between consumer market and business market. Explain the basis of segmenting consumer markets.

5. Describe Boston Consulting Group Matrix. Explain its role in Marketing Management.

## Section–B

### (Short-Answer-Type Questions)

**Note :** Section 'B' contains Eight (08) short-answer-type questions of Seven (07) marks each. Learners are required to answer any Five (05) questions only. **(5×7=35)**

*Discuss any five of the following :*

1. Process of Marketing Research.

2. Penetration Pricing Strategy.

3. Media Decision.

4. Distinction between a 'brand' and a 'trade-mark'.

5. Role and functions of distribution channels.

6. Services Marketing Mix.

7. Distinction between 'products' and 'services'.

8. Effect of Personal influences on buying behaviour.