

**S-860**

**Total Pages : 3**

**Roll No. -----**

**MS-107**

**Marketing Management**

**Master of Business Administration (MBA)**

**2<sup>nd</sup> Semester, Examination 2022(Dec.)**

**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.

**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 x 19 = 38]

P.T.O.

- Q.1. What is Marketing? Write its objectives with suitable examples.
- Q.2. What are the factors influencing a company's marketing strategy?
- Q.3. Discuss the concept of customer delight? What are the ways in which a company can apply this concept to achieve the same?
- Q.4. Elaborate the marketing research process. Mention a few research designs.
- Q.5. What is meant by brand positioning? Mention its objectives.

## **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 x 8 = 32]

Briefly discuss the following (any four):

Q.1. Selling concept of marketing.

Q.2. 4Cs of Marketing Mix.

Q.3. Selective Specialization.

Q.4. Mass Marketing.

Q.5. Types of Packaging.

Q.6. Delphi method.

Q.7. Attributes of an Ideal salesman.

Q.8. B2B Market.

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