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Roll No. -----

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 June 2022

Time: 2 Hours

Max. 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 Twenty (20) marks each. Learners are required to answer any two (02) questions only.

[2 x 20 = 40]

P.T.O.

- Q.1. Distinguish between business and consumer markets?
What are the various characteristics of a business buyer?
- Q.2. What are the factors that influence pricing decision?
Elaborate various methods of pricing?
- Q.3. What role does marketing research play in decision-making process of a business? Discuss.
- Q.4. Why is it necessary to understand marketing environment? Discuss controllable and uncontrollable marketing environment.
- Q.5. Explain the factors determining the choice of a suitable channel of distribution.

Section – B

(Short-answer-type questions)

Note: Section 'B' contains Eight (08) short-answer-type questions of Ten (10) marks each. Learners are required to answer any Four (04) questions only.

[4 x 10 = 40]

P.T.O.

Discuss any four of the following questions.

1. Objectives and functions of advertising.
2. Types of marketing research.
3. Functions of Retailer.
4. Consumer Behaviour.
5. Post purchase Cognitive Dissonance.
6. Concept of marketing-mix.
7. Sales forecasting.
8. Component of a promotion mix.
