

SEM-372

M. B. A. (Second Semester) Examination, June 20

BUSINESS ADMINISTRATION

Paper : CP-205

(Marketing Management)

Time Allowed : Three hours

Maximum Marks : 70

Minimum Pass Marks : 25

Note : Attempt questions of all three sections as directed.
Distribution of marks is given with sections.

Section-'A'

(Objective Type Questions) 10×1=

Note : Answer all questions. Each question carries mark

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1. State whether following statements are True or False :

- (i) The concept of marketing is essentially a concept of customer orientation.
- (ii) Marketing strategy planning is the process of deciding how best to sell the products the firm produces.
- (iii) A marketing strategy specifies a target market and a related marketing mix.
- (iv) A channel of distribution must include several kinds of intermediaries and collaborators.
- (v) Personal selling and advertising are both forms of sales promotion.
- (vi) Price is the most important of the 4P's.
- (vii) Consumer behaviour involves the process of exchange between the buyer and the seller, mutually beneficial for both.
- (viii) The environmental factors affect the decision process indirectly.

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(ix) Social marketing is the use of marketing principles to influence human behaviour in order to improve health or benefit society.

(x) Rural marketing involves delivering manufactured or processed inputs or services to rural producers or consumers so as to soak up the huge size of the untapped rural market.

Section-'B'

(Short Answer Type Questions) 5×4=20

Note : Answer the following questions. Each question carries 4 marks.

Define marketing. What is the difference between selling and marketing.

Or

What do you mean by marketing mix? Explain with a suitable example.

Explain the decision making process in buying.

Or

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Discuss the concept and component of MIS.

4. What is product life cycle? What strategies can be adopted to stretch the PLC in the maturity stage?

Or

What do you mean by channels? Discuss various types of marketing channels.

5. Discuss the factors influencing pricing.

Or

Define advertising. In what way it differs from publicity.

6. Explain the factors contributing to the marketing of non-profit organisation.

Or

Highlight the marketing mix as a tool of marketing in service industry.

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Section-'C'

(Long Answer Type Questions) 2×20=40

Answer any two questions. Each question carries 20 marks.

7. Define market segmentation? Discuss the basis of market segmentation. <http://www.apsuonline.com>

8. What is marketing research? Explain the significance and methods of marketing research.

9. What are the various steps in the process of new product development? Explain with examples.

10. What do you understand by pricing? Explain any four pricing methods with suitable example(s).

11. "Operating in international market is much more complex than marketing domestically." Critically evaluate the statement with suitable examples.