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Total No. of Questions : 13]

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**M.B.A. IInd Semester
Examination April/May, 2017**

MG-5

MARKETING MANAGEMENT

Paper : CP-204

Time : 3 Hours] onlineBU.com [Maximum Marks : 80

Section-A

(Short Answer Type Questions) 8×4=32

Note :- Attempt any *four* questions.

1. What is Marketing Management ? Discuss it's nature and scope.
2. What is marketing information system (MKIS) ? Why is it important in present scenario ?
3. What do you understand by product mix ? Explain with suitable example. **onlineBU.com**

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SJ-5

(1)

Turn Over

4. Write a note on promotion mix and its elements.
5. What is VMS ? Explain. **onlineBU.com**
6. Why evaluation and control of marketing efforts is essential ? Explain.
7. How globalization changed the marketing in our country ? Elaborate.
8. What is green marketing ? Give suitable examples.

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16×3=48

Note :- Attempt any *three* questions.

9. What is marketing research ? Elaborate the process of marketing research.
10. Write a detailed note on segmentation, its basis and benefits to the organization with relevant industrial examples.
11. What is Product Life Cycle ? Explain various stages of PLC with suitable strategies.
12. How organization manage their channels and conflicts ? Explain. **onlineBU.com**

13. Write short notes on any *two* of the following :

- (a) Corporate orientation towards market place
- (b) Pricing **onlineBU.com**
- (c) Legal issues in marketing

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