

DI-505**M.B.A. (IInd Sem.) (FT) Examination-2015****MARKETING MANAGEMENT****Paper - CP-205****Time Allowed : Three Hours****Maximum Marks : 80**

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Note : All questions are compulsory.**Section 'A'****Short Answer Type Questions****Note :** Attempt any Four Questions.

4x8

Q.I Define term 'Product' and 'Brand'.

Q.II What do you understand with term 'Sales Promotion' Explain with examples.

Q.III What is the role of 'Place' in Marketing Mix.

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Q.IV What do you understand with the term 'Consumerism'. Define with examples.

Q.V What is 'Personal Selling', give examples to explain. onlineBU.com

Q.VI What do you understand with term 'Consumer Behaviour', explain with help of examples.

Q.VII What is a 'New Product'. Explain with example.

Q.VIII What do you understand with term 'MRP'? What is the legal requirement associated with it.

Section 'B'**Note :** Attempt any 3 Questions.

3x16

Q.IX What do you understand with term Targeting. Explain targeting with the help of Targeting Grid. Use suitable example to explain it.

Q.X Consumer take decision based on various factors. Explain Consumer Devision making Process. Explain each step with the help of examples. onlineBU.com

Q.XI Explain function of various channel members exist in a typical Consumer Market. Differentiate between Channel Designing and Channel Management.

Q.XII Define Product Mix. What are the components of a product mix. Explain with the example of a company.

Q.XIII What is the role of Marketing Research Business? How Marketing Research What are the steps involved in it.

Q.XIV Write short note on following :

(1) Advertising

(2) Positioning

(3) Maturity Stage

(4) Bundle Pricing

(5) Public Relationship

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