

Roll No. |

Total No. of Questions : 13]

[Total No. of Printed Pages : 3

DQ-4

M.B.A. IInd Semester (Old/New)

Examination, 2019

Marketing Management

Paper - CP-204

Time : 3 Hours]

[Maximum Marks : 80

SECTION - 'A'

8×4=32

Short Answer Type Questions

Note :- Attempt any Four questions.

1. What is Marketing Management ? Discuss its nature and scope.
2. Explain the term marketing research with suitable example.

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(1)

P.T.O.

3. Discuss the components of marketing information system.
4. Elaborate the different stages of PLC.
5. What do you understand by product mix ? Explain with suitable example.
6. Write short note on Green Marketing and its implications.
7. Discuss conflict management with reference to marketing channel management. <http://www.onlinebu.com>
8. Explain the concept of Branding and Packaging.

SECTION - 'B'

16×3=48

Long Answer Type Questions

Note :- Attempt any three questions.

9. What do you understand by the term STP ? Use suitable example to explain it.
10. Explain the role of Promotion mix for increasing the role of FMCG products in this competitive market situation.
11. How organisation manage their channels and conflicts ? Explain.

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(2)

12. Consumer take decisions based on various factors. Explain consumer decision making process with suitable example.

13. Write short note on any two of the following :-

- (a) Corporate orientations towards market place.
- (b) New Product development.
- (c) Vertical marketing implementation

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