

Roll No.

Total No. of Questions : 13] [Total No. of Printed Pages : 03

UB-509

M.B.A. (F.T.) Examination, 2024

(Second Semester)

PLAN/G.M./M.M./HRM./F.M./M&SM./F.M./

BUS.ANL/OPER.MGT.

Paper-CP-204

Marketing Management

Time : 3 Hours]

[Maximum Marks : 80

Note : Attempt both Section as directed.

Section A

(Short Answer Type Questions) 4×8=32

Note : Attempt any *Four* questions. All questions carry equal marks.

1. Define marketing and its importance in business.

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2. Elaborate the 4P's of marketing.
3. Differentiate between consumer and industrial markets.
4. What do you understand by product mix ? Explain.
5. Discuss various tools of Sales Promotion. Give examples.
6. Highlight the growing role of supply chain management and logistics in modern trade.
7. How has globalization changed the face of business ? Explain.
8. Write a note on Green Marketing Practices in India.

Section B

(Long Answer Type Questions) 3×16=48

Note : Attempt any *Three* questions. All questions carry equal marks.

9. Define Marketing Environment. Explain the methods used for environmental scanning.

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10. What do you mean by segmenting the market ? Explain various criteria of market segmentation with relevant examples.
11. Discuss PLC and various stages of a product life-cycle.
12. Discuss channel management and elaborate types of channel members and their functions in marketing.
13. Write short notes on the following :
 - (a) Consumerism
 - (b) Social media marketing.