

Roll No.

Total Printed Pages - 7

F - 1943

**M.B.A. (Second Semester)
EXAMINATION, MAY-JUNE, 2022
MARKETING MANAGEMENT
(FT-125)**

Time : Three Hours]

[Maximum Marks:70

[Minimum Pass Marks:28

Note: Attempt all sections as directed.

Section-A

(Objectives/Multiple Choice Questions)

(1 mark each)

Note- Attempt all questions.

1. Marketers can apply branding on

- (A) Physical good
- (B) A service
- (C) A store and organization
- (D) All of the above

[2]

2. Which of the following is not a part of supply chain Management System?

- (A) Supplier
- (B) Manufacturer
- (C) Information flow
- (D) Competitor

3. What are the key concepts of personal selling?

- (A) Needs analysis
- (B) Demonstration
- (C) Sales presentation
- (D) All of these

4. Which 'P' is not included in the 7Ps of marketing mix?

- (A) People
- (B) Purpose
- (C) Promotion
- (D) Price

P.T.O.

F - 1943

[3]

5. Customer satisfaction is a part of
- (A) Balanced Scorecard
 - (B) Total Quality Management
 - (C) Rewards
 - (D) None of these
6. Modern marketing is totally
- (A) Product oriented
 - (B) Customer-oriented
 - (C) Price-oriented
 - (D) Benefit-Oriented
7. AIDA model was given by
- (A) Elton Mayo
 - (B) E.St. Elmo Lewis
 - (C) David
 - (D) Adam Smith

F - 1943

P.T.O.

[4]

8. The most important factor is selecting advertising media is
- (A) Media Cost
 - (B) Media preferences of target audience
 - (C) Nature of the product
 - (D) Type of message
9. Which of the following is the importance of e-marketing?
- (A) Sell
 - (B) Serve
 - (C) Sizzle
 - (D) All of these
10. Rising profit is a feature of _____ state of PCL
- (A) Growth
 - (B) Introduction
 - (C) Maturity
 - (D) Saturation

F - 1943

[5]

Section- B

(Very Short Answer Type Questions)

(1½ mark each)

Note:- Attempt all questions.

1. Define the term 'Marketing'.
2. What is Product?
3. What is meant of 'External Environment'?
4. Define the use of Marketing Information?
5. Explain the term PLC.
6. What do you understand by Packaging?
7. Define Publicity.
8. What is "Brand"?
9. Explain the term "Globalisation"?
10. Define CRM.

[6]

Section C

(Short Answer Type Questions)

(2½ marks each)

Note:- Attempt all questions.

1. Define the nature of Marketing.
2. What are the elements of Marketing-mix?
3. Explain the Importance of Marketing Research.
4. What are different types of Product?
5. What do you understand by Channel Management?
6. Explain the qualities of Sales personnel.
7. Define the types of retail marketing.
8. Explain the pricing methods.
9. Define the Marketing of E-Business.
10. Elaborate Green Marketing.

[7]

Section - D

(Long Answer Type Questions)

(5 marks each)

Note:- Attempt all questions.

1. What is market segmentation? Explain its bases.
2. Describe the stage of PLC with example.
3. Describe the factors influencing Pricing Decisions.
4. Elaborate the elements of Promotion-mix. Explain the element with example.