

[Total No. of Questions - 11] [Total No. of Printed Pages - 2]
(2063)

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MBA 1st Semester Examination

Marketing Management (N.S.)

MBA-104

Time : 3 Hours

Max. Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/ continuation sheet will be issued.

Note : Section A is compulsory carrying two marks each.

SECTION - A

1. Define the following :

- (i) De-marketing
- (ii) Buying Center
- (iii) Product Repositioning
- (iv) Market Skimming
- (v) Odd Pricing
- (vi) Product Line
- (vii) Network Design
- (viii) Logistics
- (ix) Direct Marketing
- (x) Consumerism

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SECTION - B

Attempt any Four questions :

2. Explain the marketing management process. (5)
3. What is the importance of marketing information system? Discuss. (5)
4. How is advertising effectiveness tested? (5)
5. Explain the purchase support system. (5)
6. How different is one to one marketing form mass marketing. (5)
7. What do you mean product differentiation? (5)

SECTION - C

Attempt any Two questions

8. What is meant by market segmentation? What are the criteria successful market segmentation? (10)
9. Why it is necessary to scan market environment? What are controllable and uncontrollable variables in the environment? (10)
10. "Money spent on Advertisement is wasteful" Do you agree? Give reasons. (10)
11. What are advantages and disadvantages of Direct marketing? In what situations will you suggest firm to use direct marketing. (10)