

[Total No. of Questions - 11] [Total No. of Printed Pages - 2]  
(2124)

1812 5-14

**MBA 1st Semester Examination**

**Marketing Management (NS)**

**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.*

**SECTION - A**

**Note :** Section A is compulsory carrying two marks each.

1. Define the following:

- (i) Marketing Information System.
- (ii) Scanning the marketing environment.
- (iii) Market Segmentation.
- (iv) Marketing Intelligence.
- (v) Market Skimming Pricing.
- (vi) Product Mix.
- (vii) Personal Selling.
- (viii) Publicity.
- (ix) Globalization.
- (x) Consumerism. (10×2=20)

**[P.T.O.]**

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**SECTION - B**

**Note :** Attempt any four questions.

2. What are the major reasons for the growing importance of marketing research in India?
3. Identify the major factors that influence business buyer behaviour.
4. Differentiate between Corporate, Contractual and Administered vertical marketing systems.
5. Enumerate briefly the functions performed by packaging.
6. What are the major causes of channel conflict?
7. What factors have contributed to the growth of direct marketing in India? (4×5=20)

**SECTION - C**

**Note :** Attempt any two questions.

8. Explain how changes in company's macroenvironment affect marketing decisions.
  9. Describe the stages of product life cycle and how marketing strategies change during the product's life cycle?
  10. What is sales promotion? What techniques of sales promotion are used by the manufacturer to motivate the retailers?
  11. What is Multi Level Marketing (MLM)? Explain the need and importance of MLM. What are the ethical issues in MLM? (2×10=20)
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