

[Total No. of Questions - 11] [Total No. of Printed Pages - 2]  
(2125)

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**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**

*All questions are compulsory carrying 2 marks each*

1. Define the following terms:

- (i) Industrial Markets.
- (ii) Marketing research.
- (iii) Market targeting.
- (iv) Product life cycle.
- (v) Branding.
- (vi) Subsidised pricing.
- (vii) Personal selling.
- (viii) Vertical marketing.
- (ix) Green marketing.
- (x) Multilevel marketing.

(10×2=20)

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2

15554

**SECTION - B**

*Attempt any four questions*

2. Write down the importance of marketing information systems in present competitive marketing environment.
3. Explain the demographic market segmentation.
4. Explain the stages of product life cycle.
5. What are the elements of promotion mix? Discuss sales promotion.
6. Describe the functions of wholesalers.
7. Discuss the role of consumerism in marketing. (4×5=20)

**SECTION - C**

*Attempt any two questions*

8. "Understanding of economic environment of the country is crucial for the marketers to take decisions." Comment on this statement and explain the method of environmental scanning.
9. Explain in detail the process of new product development.
10. Identify the reasons for channel conflict. Describe the methods of resolving those conflicts.
11. Discuss the methods of controlling marketing efforts in a multi brand and multi segment organisation. (2×10=20)