

[Total No. of Questions - 20] [Total No. of Printed Pages - 2]
(2125)

15545

MBA 1st Semester Examination
Marketing Management (CBS)
MBA-102

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 : The question paper consist of three sections A, B and C.

- (i) Section A contains ten short note type questions carrying 2 marks each. In this section all the questions are compulsory.
- (ii) Section B contains six short answer type questions carrying 5 marks each, out of which four are to be attempted.
- (iii) Section C contains four essay type questions carrying 10 marks each, out of which two are to be attempted.

SECTION - A

(Compulsory, 2 marks each)

Briefly explain the following:

1. Cost based pricing.
2. Factors influencing consumer behaviour.
3. Channel conflict.
4. Vertical Marketing System.
5. Environment scanning.
6. Product Mix.
7. Marketing Information System.
8. Globalization in context of marketing.

[P.T.O.]

2

15545

9. Consumerism.
10. New product development process. (10×2=20)

SECTION - B

(Attempt any four questions, 5 marks each)

11. Discuss how demographic and economic environment is relevant to a Marketer?
12. Your Company is planning to launch a cloth whitening liquid solution. How will you segment the market? Which segment will you target?
13. Can large retail chains become distributor of FMCG companies? How?
14. Differentiate between Publicity and Advertising?
15. Explain the significance of Green Marketing for organization and the customers.
16. Explain the reasons for the growth of direct marketing in India with suitable example. (4×5=20)

SECTION - C

(Attempt any two questions, 10 marks each)

17. Explain the steps involved in conducting a marketing research. In case you want to conduct a research to know consumer preference for two wheelers, what are the various aspects related to which you will collect data and information? Explain in detail.
18. Explain the various steps that need to be followed when channels of distribution for a product are to be designed. Suggest appropriate distribution channel for selling expensive footwear for women.
19. What is Product Life Cycle (PLC)? Explain the strategies used in different stages of PLC. What is the Life Cycle stage of WagonR car in your opinion?
20. What is multilevel marketing (MLM)? Explain the need and importance of MLM. Also explain ethical issues with MLM. (2×10=20)