

**SECTION ' E'.**    **5 x 1 = 5**  
**( Total 2 Question, any one, write in space provided in assignment sheets )**

13. Develop a promotional strategy for the following and explain.  
Nano Car of TATA  
Color TV of LG  
Laptop of HCL

OR

Marketing is the creation and delivery of standard of living". Do you agree with this statement? Explain the meaning of modern marketing concept.

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**MASTER OF BUSINESS ADMINISTRATION (MBA)**  
**First Year – Second Semester ( IODE )**  
**Marketing management**

**Max Marks - 30**  
**Min. Marks - 12**

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**Note : Attempt all Section.**

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**SECTION ' A'.**    **5 x 10 = 5**  
**(Total 10 Question, Attempt ALL, write correct option in space provided in assignment sheets )**

1.    **Objective type questions.**

A. Good marketing is no accident, but a result of careful planning and

- \_\_\_\_\_
- |                  |               |
|------------------|---------------|
| (i) Execution    | (ii) Selling  |
| (iii) Strategies | (iv) Research |

B. Marketers often use the term \_\_\_\_\_ to cover various groupings of customers

- |                           |                   |
|---------------------------|-------------------|
| (i) People                | (ii) Buying power |
| (iii) Demographic segment | (iv) Market       |

C. The buying process starts when the buyer recognizes a -----

- |   |
|---|
| (i) Product                               |
| (ii) An advertisement for the product     |
| (iii) A salesperson from a previous visit |
| (iv) Problem or need                      |

- D. What is the last stage of the consumer decision process?  
 (i) Problem recognition (ii) post purchase behavior  
 (iii) Alternative evaluation (iv) Purchase
- E. Bread and milk are which kind of products?  
 (i) Specialty Products (ii) Convenience products  
 (iii) Shopping products (iv) Unsought products
- F. The most basic level of a product is called the:  
 (i) Core product (ii) Central product.  
 (iii) Fundamental product (iv) Augmented product
- G. The basic role of promotion is \_\_\_\_\_.  
 (i) Information (ii) Manipulation  
 (iii) Communication (iv) Interoretation
- H. Advertising appropriations are largest for which type of product?  
 (i) Industrial products (ii) Convenience goods  
 (iii) High-priced products (iv) Specialty goods
- I. Which of the following is NOT a part of marketing communication mix?  
 (i) Telemarketing (ii) Public relations  
 (iii) Sales promotion (iv) Advertising
- J. The promotion “P” of marketing is also known as \_\_\_\_\_  
 (i) Product Differentiation  
 (ii) Distribution  
 (iii) Cost  
 (iv) Marketing Communication

**SECTION ‘ B’. 1 x 5 = 5**

**( Total 10 Question, Attempt FIVE, question as per internal choice, write in space provided in assignment sheets )**

02. What do you mean by marketing management?

OR

What is marketing information system?

03. What do you mean by consumer behavior?

OR

What is market segmentation?

04. What is brand equity?

OR

What is product life cycle?

05. What is physical distribution?

OR

What is Pricing?

06. What is E-marketing?

OR

What is sales Promotion?

**SECTION ‘ C’. 2 x 3 = 6**

**( Total 5 Question, Attempt Three, question as per internal choice, write in space provided in assignment sheets )**

07. Discuss clearly the evolution of modern concept of marketing.

OR

Explain the Nature and scope of consumer behaviors.

08. Suggest the characteristics of a good brand.

OR

What are the factors to be considered before setting of price?

09. What are the different way to conduct online business?

**SECTION 'D'. 3 x 3 = 9**

**( Total 5 Question, Attempt Three, question as per internal choice, write in space provided in assignment sheets )**

10. What is Marketing Management? Discuss the nature and scope of Marketing Management.

OR

What is Market Segmentation? Explain factor influencing consumer behavior with examples?

11. What is product? Explain the stages of new product development?

OR

What is pricing? Discuss the methods of pricing?

12. What do you understand by adverting? Explain the major objective of adverting and publicity. Discuss with the help of suitable examples?