

Roll No.

Total No. of Questions : 07]

May-08

[Total No. of Pages : 02

Paper ID [MB204]

(Please fill this Paper ID in OMR Sheet)

MBA (Sem. - 2nd)

MARKETING MANAGEMENT (MB - 204)

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

MAY 2008

Section - A

Q1)

(10 × 2 = 20)

- a) Differentiate between marketing and selling.
- b) What is marketing planning?
- c) What is consumer behaviour?
- d) Define market segmentation.
- e) What are the stages of product life cycle?
- f) Which factors affect pricing decisions?
- g) What are the major channels of distribution for consumer goods?
- h) What is promotion mix?
- i) Define Advertising.
- j) What is the importance of e-commerce?

MAY 2008

Section - B

(4 × 10 = 40)

- Q2) Discuss the functions of marketing management.
- Q3) Discuss the concept and components of marketing information system.
- Q4) Explain various stages of buying process.
- Q5) What are the benefits of market segmentation? Discuss the bases for market segmentation.
- Q6) Define packaging and explain its functions.
- Q7) What is promotion mix? Discuss various tools of sales promotion.