

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-II : WINTER- 2022
SUBJECT : MARKETING MANAGEMENT

Day : Thursday

Time : 10:00 AM-12:00 PM

Date : 1/12/2022

W-22778-2022

Max. Marks : 50

N.B.

- 1) Attempt any **THREE** questions from Section – I and any **TWO** questions from Section – II .
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the sections should be written in the **SAME** answer book.
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SECTION – I

- Q.1** Define Marketing. Explain core concepts of marketing. (10)
- Q.2** Describe buying decision making process in detail with suitable examples. (10)
- Q.3** Explain the concept of “ Segmentation –Targeting – Positioning” (STP) . Give its importance for marketers. (10)
- Q.4** Discuss various stages of Product Life Cycle (PLC) . Why is it important to study PLC? (10)
- Q.5** Write short notes on: (10)
- a) Buying roles
 - b) Pricing objectives
 - c) Contents of marketing plan

SECTION – II

- Q.6** Design 7 Ps of marketing mix for a five star hotel in a metro city. (10)
- Q.7** How will you segment a market for the following products (10)
- a) Washing machine
 - b) Tractor
- Q.8** Discuss distribution strategy for distributing fresh flowers in your city. (10)

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