

Roll No. ....

Total No. of Questions : 07]

[Total No. of Pages : 02

**MBA (Sem. - 2<sup>nd</sup>)**  
**MARKETING MANAGEMENT**

**SUBJECT CODE : MB - 204**

**Paper ID : [C0109]**

[Note : Please fill subject code and paper ID on OMR]

**Time : 03 Hours**

**Maximum Marks : 60**

**Instruction to Candidates:**

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

**Section - A**

**Q1)**

**(10 × 2 = 20)**

- a) Define market.
- b) What is 'Brand'?
- c) What is the aim of relationship marketing?
- d) What is production concept?
- e) Define strategic planning.
- f) What is target market?
- g) How do marketers differentiate product?
- h) What is mark-up pricing?
- i) Define promotion-mix.
- j) What is communication process?

**Section - B**

**(4 × 10 = 40)**

- Q2)** "The managerial orientation in marketing has travelled a long way since the emergence of modern industrialism". Discuss the statement.
- Q3)** Explain the steps in marketing planning process.
- Q4)** Discuss various individual factors influencing consumer behaviour.

- Q5) Explain various criteria of market segmentation.
- Q6) What are the challenges to new product development? Why do products fail sometimes?
- Q7) Explain various types of advertising media available to management. Outline their relative strengths and weaknesses.

