

Code No: D-17803

FACULTY OF MANAGEMENT
MBA I - Semester (CBCS) Examination, April/May 2022

Subject: Marketing Management
Paper No. MB - II

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all questions.

(5 x 4 = 20 Marks)

1. Explain Marketing Mix
2. Explain Trend Analysis
3. Define Brand
4. Explain AIDA Model
5. Explain Marketing Audit

PART – B

Note: Answer any five questions.

(5 x 12 = 60 Marks)

6. Define Marketing? Explain the importance and scope of Marketing in business?
7. Discuss briefly the interface of marketing with other functional areas.
8. What is Market Segmentation? What are the levels and bases of segmentation?
9. Define the strategies pertaining to product positioning?
10. Define 'New Product'? Explain the New Product Development process.
11. What is Personal Selling? How it helps to promote the sales of a firm.
12. Explain in brief how the products are classified? Discuss the levels of Product?
13. Discuss briefly various characteristics and strategies of service markets.
14. Discuss in brief various types of Marketing Organization Structures?
15. State the importance of Marketing Control? Discuss few techniques?

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