



PAPER ID-311263

Printed Page: 1 of 1  
Subject Code: KMBN105

Roll No:

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**MBA**  
**(SEM I) THEORY EXAMINATION 2023-24**  
**MARKETING MANAGEMENT**

**TIME: 3HRS****M.MARKS: 100**

**Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.

**SECTION A****1. Attempt all questions in brief.****2 x 10 = 20**

Q no.	Question	Marks	CO
a.	Define the concept of marketing.	2	1
b.	What do you mean by 'value'?	2	2
c.	Who is opinion leader?	2	1
d.	What is Brand?	2	1
e.	Define the concept of product hierarchy.	2	3
f.	What is niche segmentation?	2	1
g.	What do you mean by product labeling?	2	4
h.	What do you mean by cost based pricing?	2	2
i.	What is publicity?	2	2
j.	Write global P's of marketing.	2	3

**SECTION B****2. Attempt any three of the following:****10 x 3 = 30**

a.	Define Marketing and discuss its significance in the Modern World.	10	2
b.	What are the factors which influence the Consumer Behaviour in the purchase of a product?	10	1
c.	Why Packaging is considered as fifth 'P' of Marketing? Discuss.	10	3
d.	What are the various factors which must be consider while making Channel Selection?	10	4
e.	Explain the problems of Rural Marketing.	10	5

**SECTION C****3. Attempt any one part of the following:****10 x 1 = 10**

a.	"Marketing Begins and Ends with the Consumer". Discuss.	10	1
b.	Explain in brief the Five stages in the Buying Decision process.	10	1

**4. Attempt any one part of the following:****10 x 1 = 10**

a.	What is meant by Market Segmentations? What are the bases of successful Market segmentation?	10	2
b.	Discuss all the stages of new product development.	10	2

**5. Attempt any one part of the following:****10 x 1 = 10**

a.	What are the Various Kinds of Pricing Strategies? Discuss.	10	3
b.	Enumerate the stages of Product Life Cycle and marketing strategies.	10	3

**6. Attempt any one part of the following:****10 x 1 = 10**

a.	Discuss Retailing and its types with example.	10	4
b.	Explain AIDA model of Advertising.	10	4

**7. Attempt any one part of the following:****10 x 1 = 10**

a.	Define Advertising and explain the importance of Advertising.	10	5
b.	Explain the opportunities available for green marketing in India.	10	5