

ABES IT Group of Institutions
MBA016: MARKETING MANAGEMENT
MBA Ist Sem.
Model Question Paper 1
2011

Max. Marks: 100

Max. Time: 3:00 hours

Note: The question paper contains three Sections. All Sections are compulsory.

(As per MTU guidelines)

Part-A

Answer the following questions in 30-50 words each.

10x 2 = 20

- Q-1 Define consumer behavior and describe its relevance in marketing decision making.
- Q-2 How would you formulate the Marketing Strategy?
- Q-3 What is Brand?
- Q-4 What is Niche Marketing?
- Q-5 What do you understand by Jobbers?
- Q-6 What do you mean by Promotion?
- Q-7 What is E-Business?
- Q-8 What is the need to protect the consumer?
- Q-9 Discuss the situational factors in buying.
- Q-10 What are various sets for making the choice of a brand?

Part-B

Answer Any Three questions in 100-200 words each.

10x 3 = 30

- Q-1 What is Rural Marketing? Explain the scope of Rural Marketing.
- Q-2 Explain culture and its characteristics.
- Q-3 Describe various Elements of Marketing Mix?
- Q-4 What is the importance of motivation in consumer behaviour?
- Q-5 What are the criteria for selection of Distribution Channel for Retailers?

Part-C

Answer the following questions in 300-500 words each.

10 x 5 = 50

Q-1

- A) -Sales Promotions are conceived with certain objectives in mind of marketersø Support your answer with suitable example.

OR

- B) What is New Product Development? What is the new product development process?

Q-2

A) What do you understand by MIS? Explain the benefits of MIS.

OR

B) Describe the consumer behavior purchase model for a bottle of jam with diagram.

Q-3

A) What are the different levels in a product? Use example to support your answer.

OR

B) What are the various steps in developing promotion or marketing communication mix?

Q-4

A) What is pricing? Explain the Strategies of pricing.

OR

B) Define marketing environment. How should marketer respond to the changing environment?

Q-5

A) Using examples describe different targeting strategies.

OR

B) What is micro-environment? Describe various elements or factors of micro-environment.