

MBA 2nd Semester Examination, Dec 2019 (DDE)

[Session: Jan 2019- Dec 2020]

Subject- Marketing Management

Paper – MBD-201

Time-3 Hours

Full Marks: 80

*The figures in the margin indicate full marks.
Candidates are required to give their answers in their own words
as far as practicable*

Group-A

Answer any six questions

5×6=30

1. Mention two major differences between marketing and selling.
2. Explain the 4Ps of marketing in brief.
3. Distinguish between consumer and industrial products with examples.
4. Mention steps in AIDA and Hierarchy of effects communication models.
5. Explain the Reasons for the growth of service marketing in India.
6. State briefly steps in the consumer decision-making process with the help of a diagram.
7. State recent changes in socio-cultural and technological macro-environmental factors in the Indian marketing environment.
8. State the major criteria for marketing segmentation.

Group-B

Answer any five questions

10×5=50

9. Discuss different stages of the product life cycle in brief.
10. Distinguish among four essential components of the promotion mix.
11. State different functions and types of distribution channels.
12. Write short notes on any two:
 - a) Marketing research
 - b) Needs wants and demands of customers.
 - c) Differences between consumer and customer.
13. State briefly the types of geographic and psychographic bases for segmenting Indian urban and rural markets.
14. Explain the major characteristics of service marketing.
15. Who are the major micro-environmental factors for a five-star luxury hotel.