

MBA 1st Semester Examinations, 2020
Fundamentals of Marketing Management
Paper: MBA-1405
(New Syllabus)

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. Distinguish among need, want and demand.
2. Distinguish between utility and value.
3. State different types of utilities.
4. State different levels of distribution channels.
5. Distinguish between consumer and industrial products.
6. What is Marketing Environment and what are their types?
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. Selling and Marketing are different in many ways. Discuss.
10. Discuss different stages of Product Life Cycle and their features.
11. Mention different functions of distribution channels
12. Discuss the importance and types of Vertical Marketing System.
13. Discuss the relevance of marketing in Business Organization.
14. State briefly the types of geographic and psychographic bases for segmenting Indian urban and rural markets.
15. Who are the major micro-environmental factors for a five-star luxury hotel?

MBA 1st Semester Examinations, 2020
Fundamentals of Marketing Management
Paper: MBA-1504
(Old Syllabus)

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GROUP B

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