

**MBA-D (2<sup>nd</sup> Semester) Examination, December 2018(DDE)**

**[Session: January 2016 – December 2017 and January 2017 – December 2018]**

**Subject: Marketing Management**

**Paper: MBD-201**

**TIME-3 hours**

**Full marks: 80**

Candidates are requested to give their answers in their own words as far as practicable.

Group-A

Candidates are requested to answer any 6 questions.

5X6=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

Candidates are requested to answer any 5 questions

10x5=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?