

MBA-D 2nd Semester Examination June 2019(DDE)

[Batch: July 2016-June 2018 and July 2017-June 2019]

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

Answer any six questions

5x6=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. What is a 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 5 questions

10x5=50

9. State and discuss the 7Ps of Marketing.
10. Discuss different stages of the Product Life Cycle and their features.
11. Mention different functions of distribution channels
12. Discuss the importance and types of Vertical Marketing System.
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?