

[Total No. of Questions - 11] [Total No. of Printed Pages - 2]  
(2064)

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MBA 1st Semester Examination

Marketing Mgt. (N.S.)

MBA-104

Time : 3 Hours

Max. Marks : 60

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.*

**SECTION - A**

1. Define the following:

- (i) Target marketing
- (ii) Product Positioning
- (iii) Market Penetration
- (iv) Environmental marketing
- (v) Selective Advertising
- (vi) Mass Distribution
- (vii) Hybrid Channel
- (viii) Branding
- (ix) Mandi
- (x) Promotion Mix (10×2=20)

**SECTION - B**

*Attempt any Four questions–*

- 2. What are the benefits of Marketing Information System?
- 3. Explain various objectives of Pricing.

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4. Explain process of communication in marketing.
5. What do you mean by Informing, Reminding and Persuading?
6. What are the bases for market segmentation?
7. Define Global marketing and discuss its scope. (4×5=20)

### SECTION - C

*Attempt any Two questions–*

8. What are the various stages through which marketing research is organized? Briefly describe them.
9. What are the alternative pricing strategies available to the marketer who want to introduce a new product in highly competitive market?
10. What do you understand by channel of distribution? Explain the factors determining the choice of suitable channel of distribution.
11. "Direct selling is two ways communication best suited to company marketing consumer products with a poor brand loyalty" Discuss. (2×10=20)