

[Total No. of Questions - 11] [Total No. of Printed Pages - 2]  
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**MBA 1st Semester Examination**

**Marketing Management (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**

*Attempt all questions.*

1. Define the following:

- (i) Marketing mix
- (ii) Customized marketing
- (iii) Market Share
- (iv) Interactive Advertising
- (v) Selling
- (vi) Retail Advertising
- (vii) Market Research
- (viii) Exclusive Distribution
- (ix) Home Shopping Network
- (x) Global Marketing

**(10×2=20)**

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**[P.T.O.]**

**SECTION - B**

*Attempt any four Questions.*

2. Is marketing science or art? Discuss.
3. Discuss uncontrollable force of marketing environment.
4. What do you mean by distribution density?
5. What is product repositioning?
6. Discuss various forms of promotional activities.
7. What are the major decisions involved in Global marketing?  
**(4×5=20)**

**SECTION - C**

*Attempt any two questions.*

8. "Marketing begins before production and ends after production". Discuss.
9. "Market segmentation is very useful for effective marketing of any product". Elaborate.
10. Discuss various factors you would like to consider for selecting the channel of distribution for a consumer product, which is sold all over India.
11. Discuss the changing role of direct selling in detail. **(2×10=20)**