

Total No. of Questions : 5]

SEAT No. :

P3790

[4870]-2001

[Total No. of Pages : 2

MBA - I

**201: MARKETING MANAGEMENT
(2013 Pattern) (Semester - II)**

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate full marks for that question/sub-question.*
- 5) *Your answers should be specific and to the point.*
- 6) *Support your answers with suitable live examples.*
- 7) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) What do you mean by packaging? Discuss the role and importance of packing. **[10]**

OR

b) Define Branding? Explain Importance of branding from companies perspective. **[10]**

Q2) a) Elaborate the price setting procedure. **[10]**

OR

b) Define Pricing. Discuss Product mix pricing strategies. **[10]**

Q3) a) What do you mean by marketing channel? Discuss the functions of marketing channel. **[10]**

OR

b) Explain the role & importance of transportation and warehousing in distribution of goods and services. **[10]**

P.T.O.

Q4) a) Discuss the need for marketing communication. Explain the advantages and Disadvantages of print media. **[10]**

OR

b) Define advertising. Which advertising media will you choose for vacuum cleaner in Indian market? Why. **[10]**

Q5) a) Preparing a marketing plan for the product is necessary comment. **[10]**

OR

b) Discuss marketing audit in detail. Explain the importance of marketing audit. **[10]**

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