

Roll No.

12054

MBA 2 year 3rd Semester (CBCS)
Examination – July, 2022

FUNDAMENTAL OF MARKETING (OPEN ELECTIVE
COURSES)

Paper : 16IMSO2

Time : Three hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Section-A comprises *eight* short answer type questions (maximum 50 words) carrying 2 marks each and are *compulsory*. Section-B comprises *eight* long answer type questions (*two* questions from each Unit) and students are required to attempt *four* questions selecting *one* question from each Unit. Each question in this Section carry equal marks i.e. 16 marks.

SECTION – A

1. Write short notes on following terms :

(a) Functional Benefits

P. T. O.

12054-100-(P-3)(Q-9)(22)

- (b) Celebrity Endorsements
- (c) Cultural basis of Segmentation
- (d) Marketing Information System
- (e) Direct Marketing
- (f) Low and High Involvement Goods
- (g) Marketing Communication
- (h) Packing and Packaging

SECTION – B

UNIT – I

- 2. Discuss the developments in concept of marketing since inception to recent time.
- 3. What factors constitute marketing environment ? Discuss their significance in marketing strategy formulation.

UNIT – II

- 4. What variables would you use in segmenting the market for the following products and why ?
 - (a) Electric Scooters
 - (b) Tour and Travel Services
- 5. How does marketing strategies vary across the various stages of product life cycle ? Explain with the help of relevant examples.

12054-100-(P-3)(Q-9)(22) (2)

UNIT – III

- 6. Discuss in brief the various pricing strategies use by marketers. Suggest suitable pricing strategy for :
 - (a) Laptop Computer
 - (b) SUV Cars
- 7. Describe different channels of distribution for consumer products and their relevance.

UNIT – IV

- 8. Compare and contrast the role of advertising, sales promotion and publicity in marketing management.
- 9. What promotional tools would you use to promote the business of a local restaurant ?

12054-100-(P-3)(Q-9)(22) (3)