

Roll No. \_\_\_\_\_

**12054**

**MBA 3rd Semester (Open Elective)  
Examination – February, 2022**

**FUNDAMENTAL OF MARKETING (OPEN ELECTIVE  
COURSES)**

Paper : 16LMSO2

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 :** The question paper is divided into two Sections.

Section-A comprises 8 short answer type questions (carrying 2 marks each) which is compulsory and should not exceed 50 words normally. Section- B comprises 5 questions (2 from each Unit) the students shall be required to attempt four questions selecting one question from each Unit. All questions carry equal marks.

**SECTION – A**

1. Short answer type questions :

(a) What are the characteristics of marketing?

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- (b) What are the benefits of market segmentation ?
- (c) Define product life cycle.
- (d) What are the advantages of skimming ?
- (e) Define retailing.
- (f) What do mean by marketing myopia ?
- (g) Why Channels are created ?
- (h) Enlist important functions of Marketing Manager.

### SECTION - B

#### UNIT - I

- 2. Discuss the social concepts and functions of marketing for creating and delivering value to the customer.
- 3. Why is it necessary for a marketer to study the changing marketing environment ? What are the macro environmental variables to be taken into consideration ?
- 4. What is meant by marketing mix and how it is influencing decisions making in marketing ?

#### UNIT - II

- 5. How marketing strategies changes across the PLC stages ? Explain.

#### UNIT - III

- 6. Elaborate the different decisions and strategies of pricing in marketing of products.
- 7. How the channel members are developed ? Explain.

#### UNIT - IV

- 8. Explain the steps for developing a sales promotion and programme for new product.
- 9. What do you mean by green marketing ? Whether these marketing techniques are followed in right spirit or not, explain.