

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

**12054**

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

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

**Paper : 161MSO2**

**Time : Three hours ]**

**[ Maximum Marks : 80**

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. The 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 8 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) Enumer 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?
- UNIT - II**
- 4. What is meant by marketing mix and how it is influencing decisions making in marketing?

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- 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.
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