

- (d) What is meant by the term "market share" and why is it important ?
- (e) What are the four stages of the new product development process ?
- (f) What is meant by the term "distribution channel" ?
- (g) What is the difference between advertising and sales promotion ?
- (h) What is the role of social media in web marketing ?

SECTION – B

UNIT – I

- 2. Explain the concept of market orientation and its importance in creating customer value. Discuss the different steps that companies can take to become more market-oriented.
- 3. Analyze the different components of the marketing environment and explain their impact on marketing decisions.

UNIT – II

- 4. Explain the concepts of segmentation, positioning and targeting. Why is it important for a company to position its products in the market ?

- 5. Define the term product differentiation. What are the tools for product differentiation ? Give an example of how a company can differentiate its products from its competitors.

UNIT – III

- 6. Discuss the concept of product mix and product line decisions. Explain how companies can use these concepts to manage their product portfolios and maximize profitability. Give examples to illustrate your answer.
- 7. What is meant by the term "pricing strategy" ? Discuss the different pricing strategies that a company can use.

UNIT – IV

- 8. Discuss the different elements of the promotion mix. Explain how companies can use each element to communicate with customers and promote their products. Give examples to illustrate your answer.
- 9. Discuss the importance of evaluating and controlling marketing efforts. Explain how companies can use marketing metrics to monitor their performance and make strategic decisions. Give examples to illustrate your answer.

Roll No.

12054

**MBA 2 Year 3rd Semester (CBCS)
Examination – May, 2023**

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

Paper : 16IMSO2/17IMSO2

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 : All questions of Section-A are compulsory. Attempt four questions from Section-B selecting at least one question from each unit. All questions carry equal marks.

SECTION – A

1. Write short notes on the following :

- (a) What are the different components of the marketing mix ?
- (b) What is meant by the term "customer value" ?
- (c) What is meant by the term "product life cycle" ?

12054-700-(P-3)(Q-9)(23)

P. T. O.