

UNIT – IV

8. Describe the concept of Green Marketing with examples. 16

9. Write short notes on the following :

(a) Personal selling 8

(b) Web marketing 8

Roll No. ....

12054

MBA 2 Year 3rd Semester (CBCS)  
Examination – December, 2019

FUNDAMENTAL OF MARKETING

(Open Elective Course)

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 :** There are *two* Sections. Section-A Q. No. 1) consisting of 8 short answer type questions which is *compulsory*. Section-B consists of 8 questions (2 questions from each Unit). You have to attempt *four* questions, selecting *one* from each Unit. All questions carry equal marks.

SECTION – A

1. Describe the following : 2 × 8 = 16

(a) Scope of marketing

- (b) Customer sales faction
- (c) Market segmentation
- (d) PLC
- (e) Product Mix
- (f) Retailing
- (g) Public relations
- (h) Benefits of advertising

**SECTION – B**

**UNIT – I**

2. Discuss the corporate orientation towards market place. 16
3. Write a detailed note on marketing environment giving examples. 16

12054-2950-(P-4)(Q-9)(19) (2)

**UNIT – II**

4. What is meant by positioning and targeting ? Why are they important ? 16
5. Discuss the various advertising and pricing strategies in the different stages of PLC. 16

**UNIT – III**

6. Write short notes on the following :
- (a) New product development process 8
  - (b) Wholesaling 8
7. Branding is a very important concern in marketing. What are the various branding decisions that marketers need to focus on ? 16

12054-2950-(P-4)(Q-9)(19) (3)

P. T. O.