

Roll No.

12054

MBA 2 Yr. 3rd Semester (CBCS)

Examination – March, 2021

**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 : Attempt *five* questions in all. Question No. 1 (Section – A) is *compulsory*. Attempt *four* other questions by selecting *one* question from each Unit of Section – B. All questions carry equal marks.

SECTION – A

1. Explain the following :

2 × 8 = 16

(a) Internal Environment

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P. T. O.

- (b) Customer Satisfaction
- (c) Targeting
- (d) Cost Leadership Strategy
- (e) Test Marketing
- (f) Retailing
- (g) Green Marketing
- (h) Personal Selling

SECTION – B

UNIT – I

- 2. What is Marketing Environment ? Discuss various factors influencing Marketing Environment. 16
- 3. Discuss the nature of marketing and corporate orientation towards market place in the present scenario. 16

UNIT– II

- 4. What is product life cycle ? Discuss various stages of PLC and marketing strategies in these stages. 16

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- 5. What do you mean by Product Positioning ? Explain various steps involved in Product Positioning and Targeting. 16

UNIT – III

- 6. What is Branding ? Discuss its importance. What are the important Branding Decisions ? 16
- 7. Define Pricing. Discuss various pricing strategies and factors influencing pricing strategies. 16

UNIT- IV

- 8. What is Advertising ? Discuss the role of advertising in sales promotion. 16
- 9. What is Web Marketing ? Highlight its important features and advantages in competitive environment. 16

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