

Roll No.

12054

MBA 3rd Semester (Open Elective)

Examination – February, 2022

FUNDAMENTAL OF MARKETING (OPEN ELECTIVE
COURSE)

Paper: 101MSO2

..... required to attempt *four* questions
selecting *one* question from each Unit. All question
carry equal marks.

SECTION – A

1. Short answer type questions :

(a) What are the characteristics of marketing ?

12054-2900-(P-3)(Q-9)(22)

P. T. O.

- (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 ?

UNIT – II

- 4. What is meant by marketing mix and how it is influencing decisions making in marketing ?

12054-2900-(P-3)(Q-9)(22)

(2)

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^{2/2} these marketing techniques are followed in right spirit or not, explain.
-
-