Roll No. Total No. of Pages : 01

Total No. of Questions: 08

M.A. (JAMC) (2019 Batch) (Sem.-3)
INTRODUCTION TO MARKETING

Subject Code: MAJMC-306-18

M.Code: 76742

Time: 3 Hrs. Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION A, B, C & D contains TWO questions each.

- 2. Attempt any FIVE Questions in all, selecting atleast ONE question from each Section
- 3. Each question carries TWELVE marks.

SECTION-A

- 1. Explain the different approaches that are used to practice marketing. Define the term market segmentation.
- 2. What is the meaning of marketing functions?

SECTION-B

- 3. Discuss in detail the internal and external factors that influence the consumer behaviour.
- 4. Why is it important to plan the marketing strategy according to the life cycle of a product?

SECTION-C

- 5. Write in detail about the various factors that go into price fixation.
- 6. Give examples to explain the difference between personal selling and impersonal selling.

SECTION-D

- 7. Which are the different tools used for promotion of a product?
- 8. Why is it important to define and adopt an effective marketing strategy?

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

1 M-76742 (S34)-1990