

K-223

**M. B. A. (Second Semester) Examination,
April-May 2017**

(CBCS New Course)

MARKETING MANAGEMENT

Time Allowed : Three hours

Maximum Marks : 85

Note : Attempt all questions. All questions carry equal marks.

1. Define Marketing with respect to industrial products. Also define its scope in future.

Or

K-223

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[2]

Impact of external factors of environment on marketing of any FMCG organization.

2. Explain different types of market segmentation with respect to durable product.

Or

Explain consumer buying behaviour model with example.

3. What are various pricing strategies explain with example.

Or

Discuss the various factor affecting consumer behaviour with example.

4. Advertising is not only the promotional tool available with marketing. Justify the statement focusing on other medium of promotion with their advantages and disadvantages.

Or

Explain the factors affecting E-business Marketing. What are the major challenges in E-business marketing.

5. Discuss the rural marketing. What are differences between rural marketing and urban marketing? Explain with example.

K-223

Or

Write the short notes on (any two) :

- (a) Classification of Retail Marketing
- (b) Targeting
- (c) Marketing Research

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