

MASTER OF BUSINESS ADMINISTRATION**Subject: Marketing Management****Subject Code: MMK804****Semester: First****February 2022****Theory (External): 70 Marks****Time: 03 Hours**

Instructions to the Students

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number											

SECTION -A (SHORT/OBJECTIVE TYPE QUESTIONS)
(10x2=20 Marks)

- A. Define customer value?
- B. What is the marketing philosophy?
- C. Global Marketing
- D. Consumer buying behavior
- E. Marketing strategy
- F. Define setting price?
- G. Competitor analysis
- H. What is marketing communication
- I. Define Social media marketing?
- J. Discuss the rural marketing?

SECTION -B (ESSAY TYPE QUESTIONS)
(5x10=50 Marks)

- 1. What is marketing interface? Explain the other functional area.
- 2. What is the marketing management? Explain the characteristics and its scope?

3. What is product life cycle? Explain the stages of the product life cycle.
4. Describe pricing? Which strategic implement to developing the pricing?
5. What is buying behavior? Explain the factors influencing the industry buyer behavior.
6. Discuss the marketing channel? Which strategic implement to control the channel?
7. Discuss the personal selling management? Explain it's important for marketing.
8. Write short note on
 - (i) Green Marketing
 - (ii) Rural Marketing

==END OF PAPER==