

N

(201217)

MIB-I Sem.

Roll No. R.1109355071

**NP-3222**

**M. I. B. Examination, Dec. 2017**

**Marketing Management**

**(MIB-105)**

*Time : Three Hours]*

*[Maximum Marks : 75*

**Note :** Attempt questions from all Sections as per instructions.

**Section-A**

**(Very Short Answer Questions)**

Answer all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.

$3 \times 5 = 15$

1. Define marketing management.
2. What is product mix ?

37

(2)

3. What do you mean by packaging ?
4. Explain personal selling.
5. What is consumerism ?

**Section-B**

**(Short Answer Questions)**

Answer any *two* questions out of the following three questions. Each question carries  $7\frac{1}{2}$  marks. Short answer is required not exceeding 200 words.  $7\frac{1}{2} \times 2 = 15$

6. Explain the various basis of market segmentation.
7. What do you mean by product life cycle ?
8. What are the emerging trends of marketing ?

**Section-C**

**(Detailed Answer Questions)**

Answer any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.  $15 \times 3 = 45$

NP-3222

(3)

9. What is Marketing measurement and forecasting ? Explain in detail.
10. Explain various factors which affect the decision of product.
11. What do you mean by selling price of product ? Explain various methods of determining the selling price.
12. What do you mean by marketing control ? Explain the various controlling technique.
13. Explain in detail the channels of physical distribution of product.

NP-3222-3-

36



G

(Printed Pages 3)

(21218)

Roll No. R18093520015

M.I.B.-I Sem.



**NP-3222**

**M.I.B. Examination, Dec.-2018**

**Marketing Management**

(M.I.B.-105)

*Time : Three Hours ]*

*[Maximum Marks : 75*

**Note :** Attempt questions from **all** sections as per instructions.

**Section - A**

**(Detailed Answer Questions)**

**Note:** Attempt any **three** questions out of the following **five** questions. Each question carries **15** marks.  $15 \times 3 = 45$

1. What is meant by marketing concept? Explain the difference between product oriented concept and market oriented concept.

P.T.O.



- ✓ 2. Explain the term market segmentation. What are objectives of market segmentation? What criteria or bases are used for segmenting the market?
3. Define packaging. What are the objectives and functions of packaging? Give characteristics of a good package.
- ✓ 4. What do you understand by channels of distribution? Discuss the types and functions of distribution channels.
- ✓ 5. Explain the concept of consumer behaviour. Describe various factors which effect consumer behaviour.

#### Section - B

##### (Short Answer Questions)

**Note :** Attempt any **two** questions out of the following **three** questions. Each question carries **7½** marks. Short answer is required not exceeding 200 words.

$$7\frac{1}{2} \times 2 = 15$$

6. What do you understand by Marketing Mix?

NP-3222\2

Describe the factors affecting the marketing- mix.

7. Describe the factors which must be considered while fixing the price of a product.
8. Explain the benefits of advertising to various classes of people in society.

#### Section - C

##### (Very Short Answer Questions)

**Note:** Attempt **all** questions. Each question carries **3** marks. Very short answer is required not exceeding **75** words.  $3 \times 5 = 15$

9. What do you mean by sales promotion?
10. What is personal selling?
11. What is consumerism?
12. What is meant by Marketing Management?
13. Differentiate consumer goods and Industrial goods.

NP-3222\3



A

(21119)

M.I.B. - I Sem.

Printed Pages : 3

Roll No. ....

**NP-3222**

**M.I.B. Examination, November-2019**

**MARKETING MANAGEMENT**

**(MIB-105)**

*Time : Three Hours]*

*[Maximum Marks : 75*

**Note :** Attempt questions from all Sections as per instructions.

**Section-A**

**(Very Short Answer Questions)**

**Note :** Answer all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.  $3 \times 5 = 15$

1. What is the scope of marketing ?
2. Explain marketing mix decision.
3. What do you mean by branding ?
4. Discuss promotion mix.
5. What are the legal issues ?

NP-3222

[P.T.O.]



(2)

**Section-B**  
**(Short Answer Questions)**

**Note :** Answer any two questions out of the following three questions. Each question carries  $7\frac{1}{2}$  marks. Short answers is required not exceeding 200 words.  $7\frac{1}{2} \times 2 = 15$

6. Explain the meaning of market segmentation.
7. Discuss the new concept of marketing.
8. What are major issues in marketing ?

**Section-C**

**(Detailed Answer Questions)**

**Note :** Answer any three questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.  $15 \times 3 = 45$

9. What are the advantages of the study of consumer behaviour ? Explain in detail.
10. What do you mean by marketing mix ? Explain its various elements.

NP-3222

(3)

11. What do you mean by selling price of a product. Explain various methods of determining the selling price.
12. Explain in detail the legal issues in marketing.
13. Who are called channel members in distribution ? Explain their significance and functions.

NP-3222

D

(20321)

(Printed Pages 3)

Roll No. ....

M.I.B.-I Sem.

NP-3222

M.I.B. Examination, Dec. – 2020

Marketing Management

(MIB-105)

Time : 3 Hours ]

[Maximum Marks : 75

**Note :** Attempt **all** Sections as per given directions.

**Section - A****(Very Short Answer Questions)**

**Note :** Attempt **all five** questions. Each question carries 3 marks. Very short answer is required not more than 75 words.

5×3=15

1. What is Marketing Environment?
2. Discuss Positioning.
3. Discuss Product Mix.

P.T.O.



4. What is Public Relation?
5. What is legal issues?

### **Section - B**

#### **(Short Answer Questions)**

**Note :** Attempt any **two** questions out of the following 3 questions. Each question carries  $7\frac{1}{2}$  marks. Short answer is required not more than 200 words.

$$7\frac{1}{2} \times 2 = 15$$

6. What is Marketing Measurement and Forecasting?
7. Discuss the factor which affects pricing decisions.
8. What is the process of Marketing control?

### **Section - C**

#### **(Detailed Answer Questions)**

**Note :** Attempt any 3 questions out of the following 5 questions. Each question carries 15 marks. Answer is required in detail.

$$15 \times 3 = 45$$

NP-3222/2

9. What is marketing? Briefly discuss the nature and functions of Marketing.
10. What is Market Segmentation? Clearly distinguish between the market segmentation and Product differentiation.
11. What do you understand by Marketing mix? Discuss its main elements.
12. What is Sales Promotion? Discuss its importance.
13. "Sound Marketing Organisation is the backbone of effective management". Explain this statement.

2323970

NP-3222/3



12. What is Promotion. Explain the importance of promotion in marketing. Explain various factors affecting promotion.
13. "Sound Marketing organisation is the backbone of effective management". Explain this statement?

NP-3222 (CV-III)/4

A  
(20222)  
M.I.B.-I Sem.

(Printed Pages 4)  
Roll No. ....

**NP-3222 (CV-III)**  
**M.I.B. Examination, Dec.-2021**

**Marketing Management**

*Code* (MIB-105)

*Time : 1½ Hours*

*[Maximum Marks : 75]*

**Note :** Attempt all sections as per given directions.

**Section-A**

**(Very Short Answer Type Questions)**

**Note :** Attempt any two questions. Each question carries 7.5 marks. Very short answer is required not more than 75 words.  $2 \times 7.5 = 15$

1. Explain Consumer Markets.

**P.T.O.**

2. Discuss Target Marketing.
3. Why new products fail or succeed?
4. Define Sales Promotion?
5. What is Product Mix in marketing?

### Section-B

#### (Short Answer Type Questions)

**Note :** Attempt any **one** question out of the following **3** questions. Each question carries **15** marks. Short answer is required not more than 200 words.

$$1 \times 15 = 15$$

6. Explain the various factors which effect Marketing Environment?
7. Explain the process of New Product Development?
8. Describe different types of channels of distributions.

**NP-3222 (CV-III)/2**

### Section-C

#### (Detailed Answer Type Questions)

**Note :** Attempt any **two** questions out of the following 5 questions. Each question carries 22.5 marks. Answer is required in detail.  $2 \times 22.5 = 45$

9. What is the concept of Marketing. Briefly explain the importance of marketing in the Emerging Economy of India?
10. What are the objectives of Market Segmentation? Describe the basis of Consumer Markets.
11. Define Brand and Trademark? Make distinction between Brand and Trademark. Is brand reasonable from the social point of view?

**NP-3222 (CV-III)/3**

**P.T.O.**