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Roll No. ....

M.I.B.- I Sem.

**NP-3222**

**M.I.B. Examination, Dec.-2023**

**Marketing Management**

**(MIB-105)**

*Time : Three Hours ]*

*[Maximum Marks : 75*

**Note :** Attempt **all** sections as per

instructions.

**Section-A**

**(Very Short Answer Type 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. Explain the difference between marketing and selling.

**P.T.O.**

2. Define Targeting.
3. Name three products that might logically be sold under a uniform delivered price system.
4. Define Promotion.
5. Explain Consumerism?

#### **Section-B**

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

**Note :** Attempt any **two** questions out of the following three questions. Each question carries **7½** marks. Short answer is required not more than **200** words.  $7\frac{1}{2} \times 2 = 15$

6. Differentiate consumer markets and Industrial markets.
7. Explain the various stages in the new product development process?

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8. Wholesaling middlemen typically have lower operating expenses than do retailers. How do you account for this difference? Explain.

#### **Section-C**

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

**Note :** Attempt 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 is consumer Behaviour. Explain the consumer buying decision process?
10. What is Market Segmentation? Explain the methods and advantages of market segmentation?

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**P.T.O.**

11. What is Branding. What are the characteristics of a good brand. Explain various types of brand.
12. What is personal selling. Explain various methods of personal selling.
13. Some people believe there are too many fast-food outlets in their communities. Suggest the techniques for reducing the number of these outlets.