

MBA (MK 02)

Section A : All part are compulsory

2 marks each

- a) Define Product.
- b) Define Sales Promotion.
- c) What are Convenience Goods?
- d) What are Raw Material?
- e) Define Retailers
- f) Define Mobile marketing
- g) Define Direct Marketing
- h) What is Packaging
- i) What is Labeling
- j) What is Vertical Marketing System

Section B Attempt any Three

10 marks each

Que 1) Define Direct Marketing and different methods of Direct Marketing.

Que 2) Explain Vertical and Horizontal Marketing system in detail.

Que 3) Explain the Responses of Customers to Price Change.

Que 4) Explain Wholesaling and its different types.

Que 5) Explain different methods of Sales Promotion and significance of Sales Promotion.

Section C Attempt one from each

10 marks each

Que 1) Define Marketing Mix. Explain in detail.

OR

Explain 04 Cs of Marketing in detail

Que 2) Explain New Product Development Process. Why new Product Fails?

OR

Explain Product Life Cycle.

Que 3) What do you mean by Price and what are the factors affecting Pricing Decesion?

OR

What do you mean by Channel of Communication? Explain why there is need of Marketing Channels?

Que 4) Define Advertising and its objectives

OR

What do you mean by Promotion Mix. Define its types

Que 5) What do you mean by Customer Relationship Management. Give its significance

OR

What do you mean by Public Relations . How it is important to business ?