

Roll No.

12054

**MBA 2 Year 3rd Semester (CBCS)
Examination – December, 2018**

FUNDAMENTAL OF MARKETING

(Open Elective Courses)

Paper : 16IMSO2

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Section – A (Question No. 1) is *compulsory*. Attempt *one* question from each Unit in Section – B. All questions carry equal marks.

SECTION – A

1. (a) Define external marketing environment. $8 \times 2 = 16$
- (b) What is product line decision ?
- (c) What is marketing mix ?
- (d) What are the objectives of sales promotion ?
- (e) Define consumer market.

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(f) Discuss the characteristics of an effective advertisement.

(g) What do you mean by web marketing ?

(h) Define personal selling.

SECTION - B

UNIT - I

2. "Marketing begins before production and ends after production." Discuss. 16

3. What is marketing environment ? Enumerate different marketing environment factors. 16

UNIT - II

4. Explain the stages of product life cycle and strategies to adopt at every stage. 16

5. What is the object of market segmentation and write the bases of market segmentation ? 16

UNIT - III

6. Explain term branding and discuss main decision of branding. 16

7. Write short notes on : 16

(a) Wholesaling

(b) Retailing

UNIT - IV

8. What is public relation ? What is the need of PR in today's competitive environment ? 16

9. What is Green Marketing ? What is its importance ? Which efforts are to be undertaken to actualize the green marketing ? 16