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Total No. of Printed Pages: 1

Total No. of Questions: [11]

MCA (Semester – 3rd)
MARKETING MANAGEMENT
Subject Code: MBADOF94
Paper ID: [OE1270109]

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section A is compulsory. It carries 16 marks. It consists of 4 questions of 4 marks each.
2. Section B consist of 4 questions of 8 marks each. The student has to attempt any 3 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A

(4 marks each)

- Q1. Explain the elements of marketing mix.
- Q2. Explain the factors affecting pricing decisions.
- Q3. What do you understand by Promotion Mix?
- Q4. What are the benefits of Network marketing?

Section – B

(8 marks each)

- Q5. Explain the nature and scope of marketing.
- Q6. Discuss the various steps involved in marketing segmentation.
- Q7. Explain the role of distribution channel.
- Q8. Explain the need and benefits of green marketing.

Section – C

(10 marks each)

- Q9. What is consumer buying behaviour? Explain the factors which influence consumer buying behaviour.
- Q10. Explain the different stages of product life cycle. Also discuss various strategies used in different stages of product life cycle.
- Q11. Marketing is managing profitable customer relationships. Discuss.