Roll No…….. **Total No. of Printed Pages: 1**

Total No. of Questions: [11]

M.Sc. IT (Semester – 1st)
MARKETING MANAGEMENT
Subject Code: MBADOF94
Paper ID: [OE1220409]

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.