

Paper Id:

181923

Roll No:

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B.ARCH.
(SEM IX) Theory Examination, 2019-20
MANAGEMENT & MARKETING SKILLS

Time: 3 Hours

Total Marks: 50

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief.

1 x 10 = 10

- (a) Define Management.
- (b) Define marketing environment.
- (c) Explain the meaning of market research.
- (d) Define consumer orientation.
- (e) What is entrepreneurship?
- (f) Define Branding.
- (g) Discuss breakeven point.
- (h) Define Decision making.
- (i) Define Delphi method.
- (j) Define MIS.

SECTION B

2. Attempt any *three* of the following:

5 x 3 = 15

- (a) What do you mean by product life cycle?
- (b) Explain the Evolution of marketing.
- (c) Explain the meaning of finance and its importance.
- (d) Define controlling. Explain the process of controlling.
- (e) Explain the new product development process.

SECTION C

3. Attempt any *one* part of the following:

5 x 1 = 5

- (a) What do you mean by Staffing and explain its types?
- (b) Explain the meaning of marketing information system and types.

4. Attempt any *one* part of the following:

5 x 1 = 5

- (a) Explain the concept of analysis market potential.
- (b) What do you mean by the term BEP (Breakeven point)?

5. Attempt any *one* part of the following

5 x 1 = 5

- (a) Explain the concept of product development.
- (b) Explain the term Demand forecasting and its types.

6. Attempt any *one* part of the following:

5 x 1 = 5

- (a) Define planning. Explain the process of planning.
- (b) What is market research and explain its types?

7. Attempt any *one* part of the following:

5 x 1 = 5

- (a) What do you understand by Integrated Marketing communication?
- (b) Explain the projected cash flow statement.