



PAPER ID-310386

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Subject Code: KMBI305

Roll No:

MBA-INT
(SEM III) THEORY EXAMINATION 2023-24
MARKETING MANAGEMENT- I

TIME: 3 HRS

M.MARKS: 100

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

SECTION A

1. Attempt all questions in brief.

Qno.	Question	Marks	CO
a.	What is Product?	2	1
b.	What is Production Concept?	2	1
c.	What are uncontrollable factors for an organization?	2	2
d.	Explain Marketing Intelligence System.	2	2
e.	What do you mean by Buying Motives?	2	3
f.	Explain Complex Buying Behavior.	2	3
g.	What is Demographic Segmentation?	2	4
h.	What is Differentiated Marketing?	2	4
i.	What do you mean by Corporate Social Responsibility?	2	5
j.	What is globalization?	2	5

SECTION B

2. Attempt any three of the following:

a.	Discuss the concept of Marketing and its importance in an organization.	10	1
b.	What are the factors that influence the marketing environment of an Organisation?	10	2
c.	Why does marketer study buy behaviour? What are the factors that affect the consumer buying behaviour.	10	3
d.	Define market segmentation and discuss its Benefits & Limitation.	10	4
e.	Discuss in brief the characteristics of Indian Market.	10	5

SECTION C

3. Attempt any one part of the following:

a.	Differentiate between Selling Concept and Marketing Concept. Give examples.	10	1
b.	What is meant by Marketing Planning? What are steps involved in marketing planning? Discuss.	10	1

4. Attempt any one part of the following:

a.	What is marketing information system and discuss its components?	10	2
b.	How do macro environmental forces provide opportunities & pose threats to a company.	10	2

5. Attempt any one part of the following:

a.	Briefly discuss stages in Business Buying Process.	10	3
b.	What is Consumer Behaviour? Explain the importance of Consumer Behaviour in Marketing.	10	3

6. Attempt any one part of the following:

a.	What are the bases for market Segmentation? What will be the suitable base for the marketing of Television?	10	4
b.	Briefly discuss the significance of Product Positioning. Give example.	10	4

7. Attempt any one part of the following:

a.	Discuss major Societal forces that need to be addressed by Indian Organisation.	10	5
b.	Explain How the internet has changed traditional marketing.	10	5