

M. B. A. Examination.  
Semester 2. August 2020  
3653. Marketing management.

19 AUG 2020

Time: 2 hours.

Marks: 70.

Q.1 What is marketing ? Describe nature and scope of marketing. ( 18 ).

OR

Q.1 Describe production, product, selling, marketing and social marketing concepts in detail.

Q.2 Describe the factors affecting consumer behaviour in detail. ( 18 ).

OR

Q.2 What is demand ? Describe different types of demand and corresponding marketing tasks with example.

Q.3 Describe new product development process in detail. ( 17 ).

OR

Q.3 What is price ? Describe various pricing strategies with suitable examples.

Q.4 What is advertising ? How advertising is useful to marketers ? Differentiate advertising and personal selling. ( 17 ).

OR

Q.4 Describe the concepts of direct marketing and e commerce. Will e commerce grow in and after covid 19 era ? Give reasons for your answer.

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