

Roll No. ....

**12054**

**MBA 2 Year 3rd Semester (CBCS)**

**Examination – December, 2018**

**FUNDAMENTAL OF MARKETING**

**(Open Elective Courses)**

**Paper : 16IMSO2**

***Time : Three Hours ]***

***[ Maximum Marks : 80***

***Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.***

***Note : Section – A (Question No. 1) is compulsory. Attempt one question from each Unit in Section – B. All questions carry equal marks.***

**SECTION – A**

1. (a) Define external marketing environment.  $8 \times 2 = 16$
- (b) What is product line decision ?
- (c) What is marketing mix ?
- (d) What are the objectives of sales promotion ?
- (e) Define consumer market.

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- (f) Discuss the characteristics of an effective advertisement.
- (g) What do you mean by web marketing ?
- (h) Define personal selling.

**SECTION - B**

**UNIT - I**

- 2. "Marketing begins before production and ends after production." Discuss. 16
- 3. What is marketing environment ? Enumerate different marketing environment factors. 16

**UNIT - II**

- 4. Explain the stages of product life cycle and strategies to adopt at every stage. 16
- 5. What is the object of market segmentation and write the bases of market segmentation ? 16

**UNIT - III**

- 6. Explain term branding and discuss main decision of branding. 16
- 7. Write short notes on : 16
  - (a) Wholesaling
  - (b) Retailing

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**UNIT - IV**

- 8. What is public relation ? What is the need of PR in today's competitive environment ? 16
- 9. What is Green Marketing ? What is its importance ? Which efforts are to be undertaken to actualize the green marketing ? 16

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