

UNIT – IV

8. Describe the concept of Green Marketing with examples. 16
9. Write short notes on the following :
- (a) Personal selling 8
- (b) Web marketing 8

Roll No.

12054

**MBA 2 Year 3rd Semester (CBCS)
Examination – December, 2019**

FUNDAMENTAL OF MARKETING

(Open Elective Course)

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 : There are two Sections. Section-A Q. No. 1) consisting of 8 short answer type questions which is compulsory. Section-B consists of 8 questions (2 questions from each Unit). You have to attempt four questions, selecting one from each Unit. All questions carry equal marks.

SECTION – A

1. Describe the following : 2 × 8 = 16
- (a) Scope of marketing

- (b) Customer sales faction
- (c) Market segmentation
- (d) PLC
- (e) Product Mix
- (f) Retailing
- (g) Public relations
- (h) Benefits of advertising

SECTION – B

UNIT – I

- 2. Discuss the corporate orientation towards market place. 16
- 3. Write a detailed note on marketing environment giving examples. 16

UNIT – II

- 4. What is meant by positioning and targeting ? Why are they important ? 16
- 5. Discuss the various advertising and pricing strategies in the different stages of PLC. 16

UNIT – III

- 6. Write short notes on the following :
 - (a) New product development process 8
 - (b) Wholesaling 8
- 7. Branding is a very important concern in marketing. What are the various branding decisions that marketers need to focus on ? 16