

Roll No. ....

**12054**

**MBA 2 Yr. 3rd Semester (CBCS)**

**Examination – March, 2021**

**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 :** Attempt *five* questions in all. Question No. 1 (Section – A) is *compulsory*. Attempt *four* other questions by selecting *one* question from each Unit of Section – B. All questions carry equal marks.

**SECTION – A**

1. Explain the following :

2 × 8 = 16

(a) Internal Environment

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P. T. O.

- (b) Customer Satisfaction
- (c) Targeting
- (d) Cost Leadership Strategy
- (e) Test Marketing
- (f) Retailing
- (g) Green Marketing
- (h) Personal Selling

**SECTION – B**

**UNIT – I**

- 2. What is Marketing Environment ? Discuss various factors influencing Marketing Environment. 16
- 3. Discuss the nature of marketing and corporate orientation towards market place in the present scenario. 16

**UNIT- II**

- 4. What is product life cycle ? Discuss various stages of PLC and marketing strategies in these stages. 16

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- 5. What do you mean by Product Positioning ? Explain various steps involved in Product Positioning and Targeting. 16

**UNIT – III**

- 6. What is Branding ? Discuss its importance. What are the important Branding Decisions ? 16
- 7. Define Pricing. Discuss various pricing strategies and factors influencing pricing strategies. 16

**UNIT- IV**

- 8. What is Advertising ? Discuss the role of advertising in sales promotion. 16
- 9. What is Web Marketing ? Highlight its important features and advantages in competitive environment. 16

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