



# G. S. College of Commerce & Economics, Nagpur

An Autonomous Institution

(Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

First Semester Master of Business Administration Examination (CBCS)

## FUNDAMENTALS OF MARKETING MANAGEMENT

(MBC 1.4)

Time: 3 Hours

Maximum Marks: 80

N.B.: All questions are compulsory.

- Q. 1 Answer the following question in about 150-200 words: 10
- A) What do you understand by the Term Marketing? Taking two examples of your choice highlight the importance of 'Transaction' in the process of marketing.
- OR
- B) What are the constituents of Marketing Mix? Discuss each of them in strategy formulation. Give examples.
- Q. 2 Answer the following question in about 150-200 words: 10
- A) Why and when marketers evaluate and monitor consumer behavior? With suitable example elaborate where consumer behavior has largely played a key role in the success of the product/brand.
- OR
- B) Discuss segmenting, targeting and positioning strategies. What are the advantages that a firm accrues from effective segmentation?
- Q. 3 Answer the following question in about 150-200 words: 10
- A) Discuss the concept of Product Life Cycle. Develop suitable marketing strategies for packaged fruit juice that may be used at the introductory and growth stage.
- OR
- B) Discuss the major pricing methods that are available for the marketers to effectively price their product.
- Q. 4 Answer the following question in about 150-200 words: 10
- A) What makes distribution as one of the core functions in a manufacturing concern? List out and discuss the major channels of distribution that you are familiar with suitable examples.

OR

B) Discuss the major factors that determine the number of intermediaries in a distribution channel.

Q. 5 Answer the following question in about 150-200 words: 10

A) What are the major objectives of Sales Promotion initiated by firms? Suggest suitable consumer sales promotion tools for a detergent brand.

OR

B) Discuss the key steps involved in the selling process. Explain with suitable example.

Q. 6 Answer the following question in about 150-200 words: 10

A) What do you understand by the term Marketing Research? Discuss its scope and challenges in the Indian business environment.

OR

B) Distinguish between Product Marketing and Services Marketing with suitable illustrations. Explain why service marketing is considered as more challenging than product marketing. Elaborate with examples.

Q. 7 Answer the following questions in about 75-100 words: (Any Five) 20

A) Distinguish between Marketing and Selling.

B) Define market segmentation and list bases of consumer market segmentation.

C) What do you understand by the term Product?

D) List the functions of intermediaries in physical distribution.

E) List the trade sales promotion tools and their objectives.

F) Distinguish between Cyber Marketing and Conventional Marketing.

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