



Shiksha Mandal's  
**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) Define Marketing Environment. Explain how the various components of marketing environment affect marketing decisions.

OR

B) Describe the evolution of Marketing Concepts.

Q. 2. Answer the following question in about 150-200 words. 10

A) What are the bases for Market Segmentation? What are the requirements of effective Segmentation?

OR

B) Differentiate between consumers and organisational buyers.

Q. 3. Answer the following question in about 150-200 words. 10

A) Write a note on product life cycle. "Marketing Strategies vary according to product life cycle" Justify.

OR

B) What are the various stages of New Product Development?

Q. 4. Answer the following question in about 150-200 words. 10

A) What are the different types of channels of distribution? Explain with suitable examples.

OR

B) Write a note on Channel Management decisions.

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

A) Explain the process of Communication in Marketing.

OR

B) Discuss how the advertisement budget can be set taking into consideration various factors affecting it.

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

10

A) What do you mean by Marketing Research? What are the different stages of Marketing Research?

OR

B) What is International Marketing? Explain the various strategies to enter International Markets.

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

20

A) Explain Marketing Mix.

B) Explain consumer decision making process.

C) Define factors affecting price determination.

D) Describe Retailing.

E) What is Promotion Mix? Explain.

F) Explain Marketing of Services.

