



Shiksha Mandal, Wardha'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) What do you mean by marketing mix? Explain.  
OR  
B) What are the various components affecting Marketing Environment? Explain with suitable examples.
- Q. 2 Answer the following question in about 150 -200 words: 10  
A) What do you mean by consumer buying behavior? What are the factors affecting it?  
OR  
B) Explain the process of market segmentation by giving suitable example.
- Q. 3 Answer the following question in about 150 -200 words: 10  
A) Explain the various stages of "Product Life Cycle" with examples.  
OR  
B) Describe different pricing strategies with examples.
- Q. 4 Answer the following question in about 150-200 words: 10  
A) What are the different types of distribution channels? Explain by giving suitable examples.  
OR  
B) What are the various factors affecting the decision of selecting distribution channels? Explain.
- Q. 5 Answer the following question in about 150-200 words: 10  
A) Explain the concept of promotional mix. Also give the elements of promotional mix.  
OR  
B) Differentiate between Publicity and Advertisement.
- Q. 6 Answer the following question in about 150-200 words: 10  
A) What do you mean by Marketing Research? Explain its process.  
OR  
B) What are the ethical aspects of Marketing? Explain.

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

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- a) Differentiate between Selling & Marketing.
- b) What do you mean by positioning? Explain.
- c) What is a Product? Give its classification.
- d) Explain selective approach to distribution.
- e) Explain the concept of advertising effectiveness.
- f) Give a short note on Relationship Marketing.

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