

Roll No. ....

Total Pages : 03

**704202**

May 2024

**M.B.A. (Executive) (Second Semester)**  
**Marketing Management (MBA-E-112)**

*Time : 3 Hours*

*[Maximum Marks : 75*

**Note :** It is compulsory to answer all the questions (1.5 marks each) of Part A in short. Answer any *four* questions from Part B in detail. Different sub-parts of a question are to be attempted adjacent to each other.

**Part A**

- 1. (a)** How is Marketing different from Marketing Management ? 1.5
- (b)** What is Marketing Concept ? 1.5
- (c)** What are Levels of Product ? 1.5
- (d)** What are Omni Channels ? 1.5
- (e)** Explain Event Marketing. 1.5
- (f)** What is Behavioral Segmentation ? 1.5
- (g)** What is Public Relation ? 1.5
- (h)** Methods of generating new ideas. 1.5

- (i) Explain Permission Marketing. 1.5
- (j) Define Holistic Marketing. 1.5

**Part B**

- 2. (a) Explain the Micro and Macro elements of Marketing Environment. 10

(b) How Selling philosophy is different from societal marketing philosophy ? 5

- 3. (a) Explain Ethical issues in marketing. 5

(b) Explain the factors influencing consumer buying behavior using S-O-R Model. 10

- 4. Explain the factors affecting selection of marketing channels. What are different types of channels of distribution for consumer products vs. industrial products. 15

- 5. (a) How Advertising is different from Sales Promotion ? Explain with example. 5

(b) What are different types of Product Line Decisions ? Discuss by explaining the concept of Product Mix. 10

- 6. (a) Explain methods of Sales Forecasting with examples. 10

(b) Discuss the concept of Green Marketing with examples. 5

- 7. Explain the different types of Marketing Organization Structures. Discuss their advantages and disadvantages. 15