

24-3-17



DOON UNIVERSITY

Mid Semester Examination, 2017, School of Management

MBA 2 Year 2nd Semester, Marketing Management-515

Time Allowed: 2Hours

Maximum Marks: 30

SECTION - A (Attempt all Questions)

(2x5=10 Marks)

Q1. Define the following terms with examples:

- 1) Market
- 2) PLC
- 3) Customer Value
- 4) Marketing Mix
- 5) E-tailing

SECTION- B (5x4 = 20 marks)

Note : Attempt any 4 questions

Q1. Explain PESTEL Model and its importance in analysing Marketing Environment.

Q2. How Marketing is different from Selling? Explain with suitable examples.

Q3. Elucidate upon Product Mix in detail and Product Mix Chart in of any company mentioning all its components.

Q4. Explain Distribution in detail. Mention the different types of Distribution Models.

Q5. What do you understand by STP? Explain with suitable examples.