



28/3/2018

DOON UNIVERSITY

Mid Semester Examination, 2018, School of Management
MBA 2 Year 2nd Semester, Marketing Management-515

Time Allowed: 2 Hours

Maximum Marks: 30

SECTION - A (Attempt all Questions)

(2x5=10 Marks)

Q1. Define the following terms with examples:

- 1) Marketing Research
- 2) Monopolistic
- 3) Customer Value
- 4) Four Ps
- 5) E-Commerce

SECTION- B (5x4 = 20 marks)

Note : Attempt any 4 questions

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

Q2. Define Product Life Cycle vis-a-vis different Marketing competition stages? Explain with suitable examples.

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

Q4. Define Marketing and explain different utilities of Marketing with suitable examples?

Q5. Explain the concept of Product and its various characteristics and dimensions?

Q6. Define Consumer Behaviour and explain in detail various factors that affect consumer behaviour?