



24/9/2014

SCHOOL OF MANAGEMENT, DOON UNIVERSITY, DEHRADUN

Mid Semester Examination, Integrated MBA- Third Semester, 2014

Course: IMBA- 301 : Marketing Management

Time Allowed: 1.5 Hours

Maximum Marks: 30

Attempt all Questions.

SECTION: A

Q1. Define the following (in about 50 words)

(2x5=10)

- a) Sales
- b) Selling
- c) Retailer
- d) Advertising
- e) Margin

SECTION: B

(To be answered in about 200 words)

(10x2=20)

Q1. Describe the concept of Marketing in detail. How major MNCs are able to encash high volume sales on the basis of Marketing? Quote examples from Industry .

Q2. What are the constraints faced by Retailers in Indian Market ? Take any product into consideration and support it with examples?