

14/12/16

DOON UNIVERSITY, DEHRADUN (UTTARAKHAND)

END SEMESTER EXAMINATION- 2016

IMBA III SEMESTER

IBMA-301 FOUNDATION OF MARKETING MANAGEMENT

Note: Attempt all questions

MM-50

Time: 3Hours

Section-A

4x5=20

- 1- Discuss the nature and scope of marketing management?
- 2- What do you mean by segmentation? Discuss its criteria?
- 3- Define branding? Discuss the elements of a deep branding?
- 4- Describe Distribution channels in detail?
- 5- Discuss the contemporary issues of marketing?

Section-B

2x7.5=15

- 6- What do you mean by marketing environment? Explain the evolving role of marketing in changing business scenario?
- 7- Describe the elements of marketing mix in detail? If you were marketing manager of a FMCG Company how would you go for its marketing mix? Explain with example?

Section-C

15

- 8- What do you mean by promotion mix? If you were marketing manager of Maruti Udyog Co. Ltd (MUL) how would you design its promotional strategy?