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GIET UNIVERSITY, GUNUPUR – 765022
M. B. A (First Semester) Examinations, April - 2021
MB 106 – MARKETING MANAGEMENT-I

Time: 2 hrs

Maximum: 50 Marks

(The figures in the right hand margin indicate marks.)

PART – A

(2 x 10 = 20 Marks)

Q.1. Answer **ALL** questions

- Define External Marketing.
- What is called New Product development?
- How customers will react to a Purchase Dis- satisfaction?
- What are the objectives of sales promotion?
- What is customer retention?
- What is branding?
- What is market segmentation?
- What is the difference between customer and consumer.?
- Define marketing strategy.
- What is skimming pricing?

PART – B

(6 x 5 = 30 Marks)

Answer **ANY FIVE** the questions

Marks

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| 2. Explain the factors influencing marketing environment. | 6 |
| 3. Explain the factors influencing industrial buying behaviour. | 6 |
| 4. Discuss the steps involved in targeting the market. | 6 |
| 5. Explain the stages of Product Life Cycle and strategies to adapt at every stage. | 6 |
| 6. Discuss the nature and scope of marketing in detail. | 6 |
| 7. Explain the challenges faced in marketing the product. | 6 |
| 8. Design a buyer behaviour model for purchase of durable goods. | 6 |
| 9. Explain the bases of segmentation in detail. | 6 |

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