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Total No. of Pages : 01

Total No. of Questions : 08

M.A. (JAMC) (2018 Batch) (Sem.-3)

INTRODUCTION TO MARKETING

Subject Code : MAJMC-306-18

M.Code : 76742

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION A, B, C & D contains TWO questions each.
2. Attempt any FIVE Questions in all, selecting at least ONE question from each Section
3. Each question carries TWELVE marks.

SECTION-A

1. Define marketing and the concept of marketing Mix. Why it is important to practice market?
2. With examples explain the importance of planning in marketing.

SECTION-B

3. How is the information about consumer behaviour helpful in designing a marketing strategy?
4. Define a Brand. What are the various aspect related to Brand Management?

SECTION-C

5. Write in detail about the pricing and pricing policies for a product.
6. Why is it important to evaluate the performance of a salesman?

SECTION-D

7. Define advertising. What is the role of advertising campaigns?
8. Discuss the various forms of advertising tools that may be used for the promotion of a product, device or idea.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.