

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

MTTM (2018 Batch) (Sem.-1)
MARKETING : CONCEPTS & PRINCIPLES
Subject Code : MTTM-102-18
M.Code : 75624

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Answer briefly :

- a. Buyer
- b. Product
- c. Brand
- d. Sales
- e. Promotions
- f. Marketing
- g. Retail
- h. Public relation
- i. Internet marketing
- j. Market segmentation

SECTION-B

2. Throw light on the Indian marketing environment.
3. Discuss in details the factors which affect consumer behavior.
4. Product and pricing go hand in hand. Discuss the factors affecting pricing of products.
5. What do you understand by the term social responsible marketing?
6. Discuss the trend of rural marketing in India.

SECTION-C

7. *“Marketing has escalated from its traditional concepts to modern ones”*. Discuss?
8. Explain **any two** :
 - a. Advertising
 - b. Marketing control
 - c. Branding strategies
9. Discuss in detail the global marketing strategies along with related case studies.

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.