



**MBN-161100080201** Seat No. \_\_\_\_\_

**M. B. A. (B & F) (Sem. II) (CBCS) Examination**

**April / May - 2018**

**Marketing Management**

Time : 3 Hour]

[Total Marks : 70

**Instruction :** All questions carry equal marks.

1 Write about the factors affecting Consumer buying behaviour

**OR**

1 Discuss different pricing strategies.

2 Explain holistic marketing concept.

**OR**

2 Explain Market segmentation, targeting and positioning.

3 Write in brief about elements of marketing mix.

**OR**

3 Write about steps of Marketing Research process.

4 Write in detail about customer trust, loyalty and satisfaction.

**OR**

4 What is E-marketing ? Explain.

5 Explain company orientation towards the market place.

**OR**

5 Explain different tools of Mass communication.