



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

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

**August / September - 2020**

**Marketing Management**

Time : 3 Hours]

[Total Marks : 70

**Instruction :** All questions carry equal marks

1 What is Marketing? How do Cooperative banks do Marketing?

**OR**

Define marketing mix. Explain different elements of marketing mix.

2 What is Branding? Discuss the reasons for Branding.

**OR**

Explain stages of new product development process.

3 Explain Market segmentation, targeting and positioning.

**OR**

Discuss Marketing Research Process.

4 What is advertising? Explain different tools of advertising.

**OR**

What is E-marketing? Explain.

5 What marketing strategies would you adopt for each stage of the Product Life Cycle? Explain.

**OR**

Explain different pricing strategies.

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