

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 18

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

Answer briefly :

1. Marketing Product
2. Brand
3. Communication
4. Consumer
5. Wholesale
6. Marketing
7. Marketing Channel
8. Rural marketing
9. Network
- 10.

SECTION-B

11. Throw light on public relations in integrated marketing.
12. Discuss in detail the factors which affect consumer behaviour?
13. “Marketing has evolved from traditional concepts to modern ones ”. Explain.
14. What are the bases for segmenting consumer markets?
15. Discuss in detail, the various characteristics of services.

SECTION-C

16. Discuss in detail :
 - a. Retailing
 - b. Internet marketing
17. “Marketing and communication are two sides of the same coin ”. Discuss.
18. Discuss the characteristics and classification of products.

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