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Total No. of Pages : 02

Total No. of Questions : 09

MTTM (Sem.-1)

MARKETING : CONCEPTS & PRINCIPLES

Subject Code : MTTM-102-18

M.Code : 75624

Date of Examination: 12-01-2023

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

Q1. Answer briefly :

- a) Define the term Marketing Communication.
- b) Mention any two merits of Advertising.
- c) State any two elements of Brand Attributes.
- d) Mention elements of Marketing Mix.
- e) State any two disadvantages of internet marketing.
- f) Define the concept of marketing information concept.
- g) State any two features of Indian rural marketing.
- h) What do you mean by marketing targeting?
- i) Define the term product and brand relationship.
- j) Mention two important consideration of buying behaviour.

SECTION-B

- Q2. Illustrate the buying decision process with examples.
- Q3. Define the characteristics as well as classification of a product.
- Q4. Distinguish between personal selling and direct marketing.
- Q5. Write down the various essentials for conducting a marketing research.
- Q6. Explain the various elements of brand attributes.

SECTION-C

- Q7. Discuss the meaning, concept as well as process of modern marketing in India.
- Q8. Critically examine the needs, importance of global marketing strategies for indian firms.
- Q9. Describe the various consideration which helps in setting pricing of a product.

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.