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PG (NEW) CBCS
PG Semester-I Examination, 2019
MHA
PAPER: MHA-106
(Marketing Management)

Full Marks: 40**Time: 2 Hours****GROUP-A****Answer any four questions of the following:****4X2=8**

1. What is Marketing?
2. What is Marketing Myopia?
3. What do you mean by Positioning?
4. Define Marketing Research.
5. What is Brand Extension?
6. Define Sales Promotion.
7. Define Segmentation.
8. Write the full form of 'STP'.

GROUP-B**Answer any four questions of the following:****4X4=16**

9. Discuss briefly, the elements of the marketing mix.
10. Explain briefly the concept 'SWOT' analysis in Marketing Perspective.
11. State the characteristics of Services.
12. What are the essential requisites of an 'Effective Segmentation'?
13. What is Packaging? What are the purposes of Packaging? 1+3
14. When does a firm opt for Skimming Pricing Policy?
15. State the difference between Advertising and Sales Promotion.
16. If the first command in marketing is 'know the customer', the second is 'know the product.' - Explain.

GROUP-C**Answer any two questions of the following:****2X8=16**

17. What are the major components of external marketing environment?
Discuss briefly.
18. With the aid of a diagram, elaborate the stages in the PLC of a product.
19. What do you mean by New Product? Describe the steps of New Product Development. 2+6
20. What do you mean by Consumer Behaviour? Discuss briefly different stages of Consumer Decision Making Process. 2+6

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