

Department of Management
School of Management and Business Studies
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Examination: MBA Semester I
Marketing Management (Paper code- MBA-FG-101)

Time: 3 Hours

Max. Marks: 75

Attempt any FIVE questions. All questions carry equal marks. (15x5=75)

Q1. What is marketing? Differentiate between the core marketing concepts of Needs, Wants and Demands.

Q2. Discuss about Marketing concept and Selling Concept? Describe each in detail.

Q3. What is Brand Positioning? Explain the scope of Branding.

Q4. What is segmentation in marketing? How is it different from targeting?

Q5. Define Product Life Cycle. Suggest strategies for each stage of Product Life Cycle.

Q6. Describe the steps in setting the price. What is psychological pricing?

Q7. Differentiate between product-mix-width and product-line-length with examples.

Q8. Write short notes on any three of the following: [5x3=15]

- (a) Marketing Mix
- (b) Brand Extension
- (c) Marketing Channels
- (d) Relationship Marketing
- (e) Marketing Environment
