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Roll. No. _____

ITS-3560

M.T.A. (Semester-II) Examination, 2015
Marketing Management
(MTA-201)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1** is compulsory. Attempt **one** question from each of four unit.

1. Write short notes on the following: $5 \times 6 = 30$
 - (a) Marketing mix
 - (b) Channels of distribution
 - (c) Importance of packaging
 - (d) Product mix
 - (e) Skimming and penetration pricing
 - (f) Test marketing

Unit-I

2. "Marketing as a concept has traveled a long journey" explain various concepts of market-

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- ing elucidating above statement. 10
3. Explain Marketing Information System and importance of it. 10

Unit-II

4. What are the different bases of Market Segmentation. Explain each of them. 10
5. Write in detail each step involved in Buying Decision Process. 10

Unit-III

6. "All products are bound to pass through distinguished phases in their course of life" do you agree? Explain Product Life Cycle in detail. 10
7. "Branding is not a mere name allotment to product but this part of marketing strategy" explain importance of Branding in the light of above statement. 10

Unit-IV

8. "Publicity is a more powerful tool of promotion than Advertising" critically examine the statement and discuss various differences between Publicity and Advertising. 10

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9. How Tourism as a Product is different from other Products and Services? Suggest few special marketing strategies for tourism as a product. 10