

1115
Master of Entrepreneurship and Family Business
First Semester
FB-103: Business Management – I (*Marketing*)
(Marketing)

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast two questions from each unit. All questions carry equal marks.

x-x-x

UNIT – I

- I. How is services marketing different from physical products' marketing? Discuss the main components of marketing mix of both.
- II. What is marketing research? What is difference between qualitative and quantitative research?
- III. Explain the various branding and packaging decisions. How a marketing firm can benefit from appropriate branding and packaging decisions?
- IV. What is consumer behaviour? Discuss any one model of consumer behaviour and its marketing implications.
- V. Write short notes on the following:-
 - a) Determinants of consumer behaviour
 - b) Product life cycle stages

UNIT- II

- VI. What is advertising? Discuss its various objectives and types.
- VII. Discuss the various distribution strategies and channel mix decisions.
- VIII. Discuss how sales force can be best managed in 21st century? What are the various sales activities?
- IX. Write an elaborated note on 'Relationship marketing'. How companies undertake relationship marketing and what are the benefits of relationship marketing?
- X. Write short note on the following:-
 - a) Price, cost and value
 - b) Marketing Strategies and Public Policy

x-x-x