
UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)



उत्तराखण्ड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

Programme Name-MBA-Second Semester

Programme Code- MBA-17

Course Name- Marketing Management

Course Code- MS 107

Maximum Marks-20

Session - 2019-2020, Summer Last Date of Submission: 15th April, 2020

Section-A

Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Discuss the following (1-8) –

1. Difference between Marketing and Selling.
2. Objectives of Marketing.
3. Effective Segmentation.
4. Levels of Products.
5. The Marketing Process-Five Step Model.
6. Brand Development Strategies.
7. Channel Management Decision.
8. Sales Forecasting Techniques.

Section-B

Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answer 02 questions only.

1. List four trends in the economic environment that every firm should keep a watch on and also give examples of companies' responses to each trend.
2. How are targeting and positioning different from segmentation? Explain their inter-relationship using a hypothetical product of your choice.
3. You are about to launch a health drink in market for infants and toddlers. Discuss the marketing tactics by which the firm can cover the maximum possible market.
4. Uttarakhand Open University wants to forecast student-admissions in the approaching academic year. Suggest a forecasting technique which suits its

requirement. Also draw a detailed plan to guide the University in using this forecasting technique.

