

2018

M B A

2nd Semester Examination

**FUNDAMENTALS OF MARKETING AND
SELLING (UNDER CBCS)**

PAPER—MBA-204

CODE-9

Full Marks : 50

Time : 2 Hours

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

1. Answer any four questions : 4×5
- (a) Discuss briefly the concept of marketing with example.
- (b) Explain with suitable example the role of new generation technology in marketing.
- (c) Discuss the various components of Marketing Mix with example.

(Turn Over)

- (d) discuss any two positioning strategies of an FMCG company with example.
- (e) Packaging is rightly considered as the 5th 'P' of Marketing Mix. Explain how packaging of a product helps in the marketing activities.
- (f) How is showroom sales different from that of exhibition sales ?

2. Answer any two questions :

2×10

- (a) The consumers have to pass through some distinct stages during the decision making process—Justify your answer with example.
- (b) Schematically explain the various steps of PLC. State the relationship between PLC and profit curve.
- (c) (i) What are the various types of salesman ?
- (ii) Write a short note on sales budget ?

5+5

[Internal Assessment : 10 Marks]

C/18/MBA/3rd Sem./HR-302

TB-350