

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE  
SEMESTER END EXAMINATION

B.Sc. (Hons.) Agri. Business Management

Semester : III (New)	Term : I	Academic Year : 2018-19
Course No. : MKT 233	Title : Principles of Marketing Management	
Credits : 2(1+1)	Time : 9.00 to 11.00	Total Marks : 40
Day & Date : Wednesday, 21.11.2018		

- Note :
1. Solve ANY EIGHT questions from SECTION "A".
  2. All questions from SECTION "B" are compulsory.
  3. All questions carry equal marks.
  4. Draw neat diagrams wherever necessary.

SECTION "A"

- Q.1 Define marketing management. Explain the concepts of marketing management.
- Q.2 Give the difference between marketing and selling.
- Q.3 Describe in detail about marketing planning process.
- Q.4 Define marketing mix. Give 7 Ps of marketing mix.
- Q.5 Explain in detail about designing global market offering.
- Q.6 Explain strategies to manage different stages of product life cycle.
- Q.7 Describe in detail new product development process.
- Q.8 Explain in detail market segmentation.
- Q.9 Define branding. Explain the advantages of branding.
- Q.10 Describe in detail process of price setting.

SECTION "B"

- Q.11 Fill in the blanks.
- 1) Branding decision includes a decision about \_\_\_\_\_.
  - 2) Special category of product life cycle includes \_\_\_\_\_.
  - 3) Price is the only element of the marketing mix that generates \_\_\_\_\_.
  - 4) By nature, the marketing plan is \_\_\_\_\_.
- Q.12 Match the following pairs.

'A'

- 1) Packaging
- 2) Introduction stage
- 3) New product
- 4) Special pricing

'B'

- a) Expenses are high
- b) Protection of product
- c) Single price strategy
- d) Me too or imitative

