

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION

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

Semester : III (New)	Term : I	Academic Year : 2019-20
Course No. : MKT 233	Title : Principles of Marketing Management	
Credits : 2(1+1)	Time : 09.00 to 11.00	
Day & Date : Friday, 15.11.2019	Total Marks : 40	

- 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 Entities to be sold in the market place.
- Q.2 Give the differences between marketing and selling.
- Q.3 Enlist and explain tools for measuring consumer satisfaction.
- Q.4 Define marketing mix. Explain 4 P's of marketing mix.
- Q.5 Explain the strategies involved to tap global market.
- Q.6 Explain the product life cycle.
- Q.7 Explain new product development stages.
- Q.8 Enlist bases of market segmentation and explain the benefits of market segmentation.
- Q.9 What is brand? Explain advantages of branding with respect to marketers, middlemen and consumer.
- Q.10 Enlist and explain the pricing strategies.

SECTION "B"

- Q.11 Do as directed.
- 1) Write the 4 A's of marketing.
 - 2) Define marketing.
 - 3) Name and Authors of Textbook used for the Course MKT-233.
 - 4) Full form of CRM.
- Q.12 State True or False.
- 1) Clean rooms in the hotel is an example of Physical evidence.
 - 2) Ownership is completely changed in case of service.
 - 3) A brand is a collection of images and ideas representing an economic producer.
 - 4) Marketing mix is sole vehicle for creating and delivering customer value.

