**Sample Question Paper, 2021**

Course Name : M.B.A.

Semester : I

Session : 2020-2022

Paper No. : 04

Marketing Management

Group - B

1. Define Marketing channel and mention channel functions .
2. What do you mean by channel conflict and it’s type .
3. What do you mean by market and marketing process ?
4. Describe production and product concept of marketing .
5. Describe selling and customer concept of marketing .
6. What do you mean by Green Marketing ?
7. Define Rural Marketing and it’s nature and characteristics .
8. What do you mean by Positioning , and what are various positioning errors happen during positioning process .
9. Define retailing , and in short write service mix components in retailing .
10. Classify retailing based on store and non store .

Group - C

1. Describe in detail the process of setting Pricing .
2. Describe BCG matrix in detail .
3. Describe in detail Product life cycle and various strategies at various stages of product life cycle .
4. What do you mean by Marketing environment and what are various components of Marketing environment .
5. Describe in detail segmentation process for effective marketing practices .
6. What is product define and what are various levels of product describe .
7. Describe in detail channel design decision .