

Roll No.

Total No. of Pages : 01

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M.A. (JAMC) (2018 Batch) (Sem.-3)
INTRODUCTION TO MARKETING
Subject Code : MAJMC-306-18
M.Code : 76742

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION A, B, C & D contains TWO questions each.
2. Attempt any FIVE Questions in all, selecting atleast ONE question from each Section
3. Each question carries TWELVE marks.

SECTION-A

1. Explain the different approaches that are used to practice marketing. Define the term market segmentation.
2. What is the meaning of marketing functions ?

SECTION-B

3. Discuss in detail the internal and external factors that influence the consumer behaviour.
4. Why is it important to plan the marketing strategy according to the life cycle of a product?

SECTION-C

5. Write in detail about the various factors that go into price fixation.
6. Give examples to explain the difference between personal selling and impersonal selling.

SECTION-D

7. Which are the different tools used for promotion of a product ?
8. Why is it important to define and adopt an effective marketing strategy ?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.