

**Department of Management Studies (DoMS), NIT Hamirpur**  
**Odd Semester**  
**End Term Examination, Dec 2020**  
**Semester: 1<sup>st</sup>**  
**Marketing Management**  
**Programme: MBA**  
**Course Code: MB-615**

**Time: 2.00 Hr.**

**Max. Marks: 50**

**Only Short Answer Type Questions (Attempt Any Four Questions)**

**[4 x 4 = 16 marks]**

1. Describe the key functions performed by marketing channel members.
2. Make a differentiation between industrial products and consumer products.
3. Briefly discuss about the model of consumer behaviour.
4. Discuss a few emerging trends prevailing in marketing.
5. Explain briefly innovation diffusion process.

**Part-II**

**Only Focused-Short Answer Type Questions (Attempt Any Two Questions) [2 x 5 = 10 marks]**

6. Write the strategic considerations in the Product Life Cycle stages.
7. Name and briefly describe the stages of the business buying process.
8. Discuss in brief the brand strategy decisions to build strong brands.

**Part-III**

**Only Long Answer Type questions (Attempt Any Three Questions)**

**[3 x 8 = 24 marks]**

9. Discuss different types of distribution channels. Explain the process of designing marketing channels.
10. Define the different levels of product and describe the major steps in developing a new product.
11. Explain in detail how discounts and allowances differ from promotional pricing.
12. Compare and contrast personal and non-personal communication channels.