

MBA (GM) Semester-2 Examination**FC-205****MM****Time : 2-30 Hours]****April-2024****[Max. Marks : 70**

Q-1	Explain Branding and its importance. Explain how do the Consumers and Marketers benefit from branding?	14
Q-2	A) Describe all the seven steps for setting up strategy for a Product. OR B) In business to business market, what are the characteristics that influence the market?	14
Q-3	A) Explain analysis of competition from view point of SWOT, PORTER and BCG. OR B) What are the 5 M's of Mass Communication on which the major decisions of marketing programs are based?	14
Q-4	A) If you are responsible for the pricing of the products for your company, what all are the various pricing strategies to make a comprehensive pricing structure? OR B) What is marketing mix? Explain the Ps with examples.	14
Q-5	Explain the need of 'Integrated Marketing Communication' (IMC)? What is the role of IMC in the marketing process?	14