

M.B.A. (GM) Sem.-2 Examination**FC-205****M.M.****Time : 2-30 Hours]****April-2025****[Max. Marks : 70**

Q-1	Explain the importance of Branding. How are the brand elements used by companies in marketing?	14
Q-2	A) In business to business (B2B) markets, what are the characteristics and factors that influence the consumers? OR B) Describe the types of product strategies that can be adapted to enter and succeed in the market.	14
Q-3	A) What are the needs arising in the marketplace to undertake market research? Explain the special interests to the marketing manager in the research. OR B) What is the concept of 'Integrated Marketing Communication' (IMC)? What are the 'golden' rules for the integration of integration?	14
Q-4	A) What are the distinctive characteristics of Services Industries? OR B) What are the distinctive modes by which you can enter into the foreign markets?	14
Q-5	What are the steps undertaken to develop pricing strategy? Enumerate the various pricing methods.	14