

**MBA in BI Sem.-2 Examination****BI-201****MM****Time : 2-30 Hours]****May-2025****[Max. Marks : 70**

- Instructions :**(1) This paper contains **FIVE** questions.  
 (2) All questions are compulsory.  
 (3) Question No.2, 3, 4 have internal options.  
 (4) Figures in the right side in parenthesis indicate marks.

**Q:1** [Buying Behaviour, Marketing Information & Forecasting, Product & Branding, Marketing Strategy & PLC] (14)

Take any of the above-mentioned basket of marketing topics and explain it with the help of story-telling to make it more comprehensible. Ensure that your explanation is precise and compatible to the topic of your choice.

**Q:2** "A company exists legally; a brand lives in the mind." Justify the said statement keeping in view the importance of brand along with any famous brand's strengths and challenges. (14)

**OR**

**Q:2 (A)** Write a brief note on five product levels of customer value hierarchy by taking any choice of your product. (07)

**(B)** Explain the BAV Model with its implications. (07)

**Q:3** Explain the major models of marketing communication mix. (14)

**OR**

**Q:3** Explain the following terms: (Any 7) (14)

- |                       |                                  |
|-----------------------|----------------------------------|
| 1. Convenience Goods  | 5. Modern Marketing Mix P's      |
| 2. Strategic Alliance | 6. Bargaining power of suppliers |
| 3. Non-durable Goods  | 7. Personal Selling              |
| 4. Cloner Brands      | 8. Straight Expansion            |

**Q:4** Explain in detail about threats to entering new markets segment. (14)

**OR**

**Q:4 (A)** Write a note on meaning and characteristics of business market. (07)

**(B)** Outline the marketing funnel. (07)

**Q:5** Explain the meaning of marketing management and write a brief note on five marketing philosophies, from product to holistic concept. (14)