

IMBA (Old) Sem.-3 Examination
Intro to Marketing Mgmt.
December-2025

Time : 2.30 Hours]

[Max.Marks : 70

- Q1. Answer Any TWO questions: (7 marks each) [14]**
- a) Define Marketing. What are the Marketing Management Orientations?
 - b) List and explain the different things that a marketer can market.
 - c) What is Microenvironment and Macroenvironment? Explain how environments affect marketing decisions:
- Q2. Answer any TWO questions: (7 marks each) [14]**
- a) What is Marketing Research? Explain the Marketing Research Process step-by-step.
 - b) What is consumer Buyer Behaviour? Explain all types of buying behaviours.
 - c) Explain Buyer decision process with suitable example.
- Q3. Answer ant TWO questions: (7 marks each) [14]**
- a) What is the Product Life Cycle (PLC)? Explain its different stages with suitable real-world product examples.
 - b) What do you mean by Branding, Packaging and Labelling? Explain their importance in marketing with examples.
 - c) Describe the concept of extended 3Ps for services- People, process and Physical Evidence
- Q4 Answer any TWO questions: (7 marks each) [14]**
- a) Define the concept of Price. Explain the various factors that should be considered before setting the price of a product.
 - b) Explain different types of New- Product pricing and Product mix strategies with suitable examples.
 - c) What are Vertical Marketing Channel and Horizontal Marketing Channel? Explain both with examples.

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Q5. Answer any TWO questions: (7 marks each)

[14]

- a) What is Advertising? Discuss the 5Ms of advertising involved in developing an effective advertising program.
- b) What is Direct Marketing? Explain different forms of Direct Marketing with examples.
- c) Define Public Relations (PR). Explain with examples PR campaigns of different also share some tool of public relation.

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