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1705N498

Candidate's Seat No : \_\_\_\_\_

MBA DM/SIBFT Sem.-2 Examination

DM-203

Marketing Management

May-2025

Time : 2-30 Hours]

[Max. Marks : 70

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- Q.1 Explain the Core Concepts of marketing in detail. (14)
- Q.2 What is Branding and Labelling? Explain the elements of Brand and types of labels in detail. (14)
- Or
- Q.2 What is price? Explain the factors affecting Price in detail. (14)
- Q.3 What is Wholesaling? Explain the functions and types of Wholesaling in detail. (14)
- Or
- Q.3 Explain the term Targeting and explain Targeting strategies in detail. (14)
- Q.4 What is Packaging? Explain types of packaging in detail with example. (14)
- Or
- Q.4 Explain all the tools of Promoting a Product or service with advantages and limitations. (14)
- Q.5 Who is a retailer? Explain the functions and types of Retail stores in detail with example. (14)
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