**Rajasthan Institute of Engineering & Technology, Jaipur**

**University Roll No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**1st year MBA. Semester III I Mid Term Examination, March 2018**

**Subject: - Marketing Management**

**SET-A**

**Time: - 2 Hrs. [Maximum Marks: -20]**

 **[Min. Passing Marks: 08]**

**Instructions to the Candidates**:

Attempt ***any 4*** questions from Section A andSection Bis ***Compulsary*** for all **.**

1. Define Marketing . (3)
2. What do you understand by holistic marketing ? (3)
3. What do you understand by Macro Environment (3)
4. Explain the concept of Marketing Mix. (3)

 5. Explain the concept of Market Segmentation. (3)

 6. What do you understand by Positioning strategy ? (3)

**Section B**

1. Explain The Philosophies of marketing in detail . (4) 2.Explain the procedure of TARGETING in detail. (4)

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**Subject: - Marketing Management**

**SET-B**

**Time: - 2 Hrs. [Maximum Marks: -20]**

 **[Min. Passing Marks: 08]**

**Instructions to the Candidates:**

Attempt ***any 4*** questions from Section A andSection Bis ***Compulsary*** for all.

**Section A**

1. Differentiate between Consumer and Customer. (3)
2. Explain the elements of marketing . (3)
3. Explain the concept of Micro environment. (3)
4. What do you understand by marketing information system? (3)
5. Explain the targeting strategies**.** (3)
6. What is market Positioning ? (3)

**Section B**

1. Explain the factors affecting marketing environment. (4)
2. Explain the basis of Consumer market segmentation . (4)