

NATIONAL LAW UNIVERSITY, JODHPUR

(School of Insurance Studies)

End Term Examination: Oct-Nov 2023

Semester: MBA (Insurance) III

Sub: Principles of Marketing

Marks: 100

Duration: 3 Hrs.

Instructions:

1. Attempt any 5 (five) questions
 2. All questions carry equal marks.
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Question 1.

Describe in detail the important factors of Macro environment?

Question 2.

- a) Define Consumer Behaviour? Explain the 'Personal Factors' affecting consumer behaviour?
- b) Define Market Research? Elaborate the Importance of Market Research?

Question 3

- a) What is 'Product Planning'? Describe the elements of product planning?
- b) Define 'Pricing'? Elaborate the external factors affecting the Pricing of a Product?

Question 4

- a) What do you mean by 'Physical Distribution' in terms of Marketing? Middlemen are part of physical distribution, explain various types of middlemen?
- b) Define 'Promotion'? Elucidate various tools of Promotion?

Question 5

When Product differentiation is effective, nothing else is equal. In the light of this statement, explain following aspects (any three):

- a. Developing a product.
- b. Flexible options,
- c. Product obsolescence
- d. Product Image

Question 6

- a) The factors affecting perceptions of customers are different before, during & after purchase. In the light of above explain 'Dissonance'.
 - b) People are most critical resource in any organisation, explain.
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NATIONAL LAW UNIVERSITY, JODHPUR
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MID TERM Examination- July-Oct 2023
Semester: MBA (Insurance) III
Sub: Principles of Marketing

Time: 90 minutes

Marks: 50

All questions carry equal marks.

- Q. # 1. Marketing is based on certain concepts, elaborate these concepts.
- Q. # 2. Describe various important factors of Micro Environment of a business?
- Q. # 3. There are certain factors which effects the consumer behaviour, explain each of the factor in brief.
- Q. # 4. What is MIS? Explain the characteristics of MIS?

or

For an organisation to achieve success over competitors, Marketing Research plays a vital role. Explain the importance of Marketing Research.

- Q. # 5. One of the prime objectives of Product Planning is to "maintain & increase the growth rate or sales revenue of the firm". In the light of the above what are the elements on which the 'Product Planning' is based on?

or

Describe the process of "New Product Development", which, in general, an organisation follows?
