

Roll No. ....

**Y– 2861 (A)**  
**M. B. A. (Second Semester) (SPECIAL) EXAMINATION, August 2021**  
**[SECOND CHANCE]**  
**PAPER—201**  
**Marketing Management**  
*Time : Three Hours*

*Maximum Marks : 70*

*Minimum Pass Marks : 28*

**Note**—Attempt *all* questions.

1. Write short notes on : 14
  - (i) Selling
  - (ii) Macro Marketing Environment
  - (iii) Targeting
  - (iv) Positioning.
2. What is Marketing Information System ? What are elements of marketing information system ? 14
3. Explain strategies used for positioning the products. 14
4. Explain the process of New Product development ? 14
5. What is product life cycle ? Explain the stages in product life cycle with the help of diagram. 14

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