

Babasaheb Bhimrao Ambedkar Bihar University, Muzaffarpur
Directorate of Distance Education
Professional / Technical 3rd Semester Examination 2014 (Session 2013-15)
Subject:- Master of Business Administration (MBA)
Marketing Management (Elective I)
Paper – 12
Model Paper (Full Marks – 70)
Marketing Research & Consumer Behaviour

1. What is mean by marketing research? Discuss its nature and scope.
2. Discuss the importance of Marketing Research.
3. Explain the objectives and limitation of marketing research.
4. What is research design? Explain the procedure of selection of research design.
5. Discuss the research problem and discuss the sources of information.
6. Discuss the use of financial ratios in marketing research.
7. Explain external sources of information in original research.
8. State the basic methods of collection of data.
9. What is questionnaire? Explain the essential of good questionnaire.
- 10.State the law of statistical regularity and law of large number.
- 11.Discuss the various methods of statistical sampling in marketing research.
- 12.Define classification and tabulation and show their importance in marketing research.
- 13.Discuss the concept of consumer behavior in marketing research.
- 14.Explain the socio-cultural influence on consumer behavior.
- 15.Describe the influence of family life cycle on consumer behaviour.

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Paper – 13
Model Paper (Full Marks – 70)
Advertising Management

1. Discuss the concepts of marketing mix and sale promotion.
2. What is advertising? Discuss its relationship with marketing mix.
3. Describe the benefits and limitations of advertising.
4. Explain the place of advertising in society and entire economic system.
5. Discuss the role of advertising in stimulating primary demand.
6. State the role of marketing communication in modern age.
7. What is promotion-mix? Discuss its elements.
8. Explain the planning framework of promotional strategy.
9. What is advertising campaign? State its objectives and scheduling.
10. What is meant by advertising effectiveness? How is it measured? State.
11. Describe the role of research in determining positioning strategies for advertisement.
12. Discuss the functions and structure of an advertising agency.
13. What is message design? Discuss its presentation.
14. What is advertising program? Describe its layout and theme.
15. What is meant by media? Explain types of media scheduling.

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Paper – 14
Model Paper (Full Marks – 70)
Sales Management

1. Discuss the concepts and objectives of sales promotion.
2. Define selling and salesmanship and discuss its characteristics.
3. What is personal selling? Discuss its nature and scope.
4. Explain the merits and demerits of personal selling.
5. What is sales organization? Discuss its forms.
6. Discuss the significance and objectives of sale organization in an enterprise.
7. Explain the procedure of setting up a sales organization
8. What is recruitment? Discuss the procedure of recruitment in sales force.
9. Write an essay on compensation of sales force.
10. Design a compensation plan for sales force.
11. Describe the procedure of monitoring the administration for compensation plan.
12. What is sales territory? Explain its need in sales management.
13. Explain the steps involved in allocating sales territory.
14. What is sales group? State its importance in sales management.
15. Discuss the significance of sales budget and methods for preparation of sales budget.

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Paper – 15
Model Paper (Full Marks – 70)
International Marketing

1. Define international marketing and discuss its chief features.
2. Explain the scope and size of international market.
3. What is business environment? Discuss its main components.
4. Explain the legal and political environment in international marketing.
5. Write an essay on monetary and economic environment in international market.
6. Discuss the functions of World Bank.
7. Explain the organization and working of I.M.F.
8. What is common market? Discuss its features.
9. Discuss the constraints of international marketing.
10. Explain role of export promotion council in export.
11. Discuss the functions of export-import bank.
12. Describe the various instruments of payment in international trade.
13. Explain the promotion strategy, pricing and distribution strategy in international marketing.
14. Discuss about international marketing planning and co-operation.
15. Write short notes on:-
 - (i) Organization for multinational operation
 - (ii) Transfer of technology to Third World
 - (iii) International Product Life Cycle
 - (iv) International Market Research