BBA/Integrated MBA 1st Semester Examination
Marketing concepts and innovation
Subject Code: MSL-107

Time Allowed: 03 hours.                  Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: Attempt any five questions and all questions carry equal marks.

Section-A
1. Write short note on:
   a) Customer Relationship management
   b) Product Innovation and diffusion.
2. What do you mean by targeting? Explain the process of targeting.
3. Identify and describe the stages of mobile phones and laptop computers in the context of product life cycle and suggest suitable marketing strategies for them.

Section-B
4. Write short note on:
   a) push and pull strategy
   b) skimming and penetration strategy
5. Define advertising. Which media will you choose to advertise kids toys and why?
6. What does physical distribution mean? Explain four important decision areas in management of physical distribution.