

**UNIVERSITY INSTITUTE OF APPLIED MANAGEMENT SCIENCES PANJAB  
UNIVERSITY, CHANDIGARH**

**MID SEMESTER EXAMINATIONS- MBA (SECTORAL MANAGEMENT) –  
2 SEM-MAY, 2021**

**IMPORTANT INSTRUCTIONS:**

- 1) Please download the Question Paper immediately on receipt of the same.
- 2) Mark your attendance online After Receiving the Question Paper
- 3) **Select the Relevant Question Paper as per your Sectoral Area of Study/Functional Area**
- 4) Please put Roll No, Subject Code, Page No. and Signatures on all pages of the answer sheet
- 5) Maximum Number of pages in Answer Sheet are 16.
- 6) Timing of Examinations are 10.00 a.m. to 12.00 p.m.
- 7) Attempt Questions as per instruction in the question paper. ALL Questions carry Equal Marks
- 8) **YOU ARE REQUIRED TO ATTEMPT THE ANSWERS IN YOUR OWN HANDWRITING IN BLUE/BLUE BLACK PEN.**
- 9) Preserve the original Answer Sheet. It may be required to be submitted at a later date.
- 10) The candidate will be required to **submit a single PDF file of his/her answer sheet** from their registered email address to the **NEW GOOGLE FORM** link <https://forms.gle/KJvNsGUeeq3xaP3Q8> within 90 minutes from completion of examination till 1.30 p.m. (for Morning Session exam.) on the day of examination.
- 11) The candidate will be required to **submit his/her attendance** on the Google Form link <https://forms.gle/fTw3REwUfNSPsy059> upto 10.30 a.m. (Morning session exam.) on the day of examination.

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**MID TERM EXAMINATION OF MBA 2<sup>ND</sup> SEMESTER, MAY 2021**  
**ALL SECTORS : MBA(Retail Mgmt.), MBA(Banking & Insurance Mgmt.), MBA(Capital  
Market Mgmt.), MBA(Infra. Mgmt.), MBA (IT & Telecom. Mgmt.), MBA (Hospital  
Mgmt.) and MBA(Pharma. Mgmt.)**

**PAPER TITLE: PRINCIPLES OF MARKETING**

**PAPER CODE: MBA-2003**

**MAX. MARKS: 15**

**TIME: 2 HOURS**

**Note: Attempt any 3 questions out of 5. All questions carry equal marks.**

1. Explain the selling concept of marketing. Is the selling concept relevant today? Give suitable illustrations.
2. How does the social-cultural and technological environment impact marketing decisions? Explain with the help of suitable examples.
3. What do you mean by segmentation? On what basis can consumer markets be segmented? Give examples in support of your answer
4. Explain the concept of differentiation with the help of suitable examples.

**OR**

Explain Michael Porter's Five Forces Model. Outline its implications for marketing organizations?

5. What do you mean by Product Life Cycle (PLC)? Explain different marketing strategies for various stages of the PLC.

**OR**

What are features of good marketing research? Highlight various steps in the marketing research process, with suitable illustrations.