Sub Code: NAR904B

Paper Id: 181923 Roll No: | | | | | | | | | | | | | |

B.ARCH.
(SEM IX) Theory Examination, 2019-20
MANAGEMENT& MARKETING SKILLS

Time: 3 Hours **Total Marks: 50**

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. **1 x 10 = 10**

(a) Define Management**.**
(b) Define marketing environment.
(c) Explain the meaning of market research.
(d) Define consumer orientation.
(e) What is entrepreneurship?
(f) Define Branding.
(g) Discuss breakeven point.
(h) Define Decision making.
(i) Define Delphi method.
(j) Define MIS.

SECTION B

2. Attempt any *three* of the following: **5 x 3 = 15**

(a) What do you mean by product life cycle?
(b) Explain the Evolution of marketing.
(c) Explain the meaning of finance and its importance.
(d) Define controlling. Explain the process of controlling.
(e) Explain the new product development process.

SECTION C

3. Attempt any *one* part of the following: **5 x 1=5**

(a) What do you mean by Staffing and explain its types?
(b) Explain the meaning of marketing information system and types.

4. Attempt any *one* part of the following: **5 x 1=5**

(a) Explain the concept of analysis market potential.
(b) What do you mean by the term BEP (Breakeven point)?

5. Attempt any *one* part of the following **5 x 1=5**

(a) Explain the concept of product development.
(b) Explain the term Demand forecasting and its types.

6. Attempt any *one* part of the following: **5 x 1 =5**

(a) Define planning. Explain the process of planning.
(b) What is market research and explain its types?

7. Attempt any *one* part of the following: **5 x 1 =5**

(a) What do you understand by Integrated Marketing communication?
(b) Explain the projected cash flow statement.

www.aktuonline.com