

MARKETING MANAGEMENT

MAY - JUNE : 2016

(New Course -117)

Time : 3 Hours] [Maximum Marks : 90 [Minimum Pass Marks : 32

Note : Attempt all the five questions. All Questions carry equal marks.

Unit-I

1. What is marketing environment? Briefly explain the external and internal environment of an organisation. **<http://www.prsunotes.com>**

OR

What is consumer buying process? Explain the steps in buying process.

Unit-II

2. What is Marketing Mix? Explain the elements of Marketing Mix.

OR

What is product packaging? Explain the essentials of good packaging.

Unit- III

3. Explain in detail, the various factors that influence the pricing of a product.

<http://www.prsunotes.com>

OR

What are objectives of promotion? Which factor shall be considered while selecting any tool of promotion?

Unit-IV

4. "Marketing needs the services of middleman." Explain. OR Briefly explain the factors governing the choice of channels of distribution.

Unit- V

5. Discuss the importance of Marketing Information system in the Modern business.

OR

What is Marketing Research? Explain the steps involved in marketing research process.

<http://www.prsunotes.com>