

SUBJECT : MARKETING MANAGEMENT

Day : Thursday
Date : 28/09/2017

Time : 02.30 PM TO 05.30 PM
Max. Marks : 80

W-2017-1115

N.B.:

- 1) Attempt **ANY SIX** questions in all **Q.No.1** is **COMPULSORY**.
 - 2) **Q.No.1** carries **20** marks and all other questions carry **12** marks each.
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Q.1 Write short notes on **ANY FOUR** of the following:

- a) Market
- b) Macro environment
- c) Market positioning
- d) Product mix
- e) Middlemen in distribution
- f) Marketing management

Q.2 Define marketing. Explain the functions of marketing.

Q.3 Explain how marketing can be interlinked with production, purchase and finance departments.

Q.4 Explain the effects of Globalization and Privatization on Indian economy in the field of marketing.

Q.5 Define Marketing Research and explain the process of Marketing Research.

Q.6 Explain the concept of new product development.

Q.7 Define marketing mix. Explain the steps to be taken in pricing.

Q.8 Define advertisement and explain the different media of advertisement.

Q.9 Explain the different sales promotional tools.

Q.10 Discuss various responsibilities and functions of marketing executive.