

A-6003

**M. B. A. / M. B. A. (MM) (Second Semester)
Examination, Sept. 2016**

(New & Old Course)

MARKETING MANAGEMENT

Paper : MS/MM/MR/123

Time Allowed : Three hours

***Maximum Marks : 70 (New Course)
: 85 (Old Course)***

Note : Attempt all questions. All questions carry equal marks.

Unit-I

1. Explain the role of marketing in Business Organisation with its tools and techniques. 14(New)/17(Old)

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PTO

[2]

Or

“Strategic planning provides the direction to the corporation and indicates how growth is to be achieved.” Discuss.

Unit-II

2. What are the key methods for tracking and identifying opportunities in the macro environment? 14(new)/17(old)

Or

Discuss the components of modern marketing information system in detail. http://www.rdvvonline.com

Unit-III

3. Marketing mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market. 14(new)/17(old)

Or

What work do marketing channels perform and also explain the challenges that companies faces in managing their channels?

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[3]

Unit-IV

4. How can companies integrate direct marketing for competitive advantage? 14(New)/17(Old)

Or

What is Marketing Control? What are the steps involved in the process of control?

Unit-V

5. Discuss the scope of event marketing in today's scenario and also explain the pre and post strategies involved in event marketing. 14(new)/17(old)

Or

Portray the outstanding features of rural markets.

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