

SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI
H.V.P.M's
COLLEGE OF ENGINEERING & TECHNOLOGY, AMRAVATI
MBA Semester - II Examination (Summer- 2020)

Marketing Management
MBA/205
(Assignment Question Paper)

(Max. Marks - 20)

Note

- 1) Solve any 2 out of 4 assignment questions
- 2) Figures to the right indicate full marks
- 3) Each question carries 10 marks.

Question No. 1

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|---|----|
| a) Define Marketing? | 2M |
| b) State and explain the process of strategic marketing planning? | 2M |
| c) Define the term product Pricing? | 2M |
| d) Describe the stages of Product Life Cycle in brief? | 2M |
| e) Discuss the various powers of the channel member's exhibit? | 2M |

Question No. 2

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|---|----|
| a) Explain the nature and scope of marketing? | 2M |
| b) Suggest planning of marketing mix elements of Edible Oil? | 2M |
| c) Discuss in detail various macro and micro-environmental factors affecting the marketing process? | 2M |
| d) What Channels of Industrial Products. | 2M |
| e) Role of Marketing Research in Marketing? | 2M |

Question No. 3

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|--|----|
| a) Explain internal and external marketing? | 2M |
| b) Define positioning with reference to marketing? | 2M |
| c) Suggest planning of marketing mix elements of Electrical instruments? | 2M |
| d) Explain the importance of channels of distribution? | 2M |
| e) What are various strategic marketing tools? | 2M |

Question No. 4

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|---|----|
| a) How environmental scanning is carried out in external marketing? | 2M |
| b) Explain Positioning by benefits and product characteristics? | 2M |
| c) Explain in detail seven steps in the New Product develop? | 2M |
| d) Enlist and explain the factors affecting distribution decision? | 2M |
| e) Differentiate between Retailing and Wholeselling. | 2M |