

**DU-335**

**M.B.A. (FT) II<sup>nd</sup> Semester Examination, 2021**

**Marketing Management**

**Paper - 204**

**[Maximum Marks : 80**

**Note :-** All questions from each section carry equal marks. All questions are compulsory and answer limit are approximately 250 words. Start the answer of each section from new page. Maximum limit of pages of answer booklet are approximately 16 pages. Answer should be written by the student in his/her own handwriting mandatory. The first page of answersheet should be download by the student from university website [www.bubhopal.ac.in](http://www.bubhopal.ac.in) is mandatory.

1. What do you mean by Market and Marketing ? Explain the importance of marketing in business.
2. Briefly describe the process of Marketing Research.
3. How Marketing Information System helps the Marketing Manager in decision Making ? Give examples.
4. What do you understand by Product Mix ? Explain with the help of example.
5. Differentiate between Adverstising and Publicity.