

DU-375

M.B.A. (F.T.) IInd Semester (CBCS) Examination, 2021

Marketing Management

Paper - 204

[Maximum Marks : 60

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 is mandatory.

1. What is Marketing Mix ? Explain its Components.

2. What is Environment Scanning ? Explain.

3. Differentiate between consumer markets and Industrial Markets.

4. Write a note on 'Market Positioning'.

5. Explain Product Life Cycle.