

DU-364

M.B.A. (F.T.) IVth Semester (N/X) Examination, 2021

Resource Planning & Marketing

Paper - FELEM-2

[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 is mandatory.

1. What do you mean by strategic Market Planning ?

2. What do you understand by various types of Events ?

3. Discuss the main features of brand decision ?

4. Explain main objects of strategic Market Planning ?

5. What is Markeing "Communication Mix" concept.