

Total No. of Questions : 8]

[Total No. of Printed Pages : 2

Roll No

MAM-402**MAM/MBA (Dual Degree/Integrated Course),
IV Semester**

Examination, May 2018

Principles of Marketing Management*Time : Three Hours**Maximum Marks : 70*

Note: i) Attempt any five questions.
ii) All questions carry equal marks.

1. What is Marketing? List out the various Approaches to Marketing.
2. Describe in detail the importance of marketing.
3. Describe the Marketing Environment in India.
4. Explain the various types of Market Segmentation.
5. Suggest the appropriate Marketing Strategies for each Stages of Product life cycle.
6. Explain the methods of pricing.

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7. Explain the advantages of advertising to the manufacturers, traders and consumers.
8. Analysis the distinctive features of the various elements of the Promotion Mix.

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