**MARKETING MANAGEMENT**

**Submitted by: - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Max. Marks: - 100**

**All the questions are compulsory. *All the five questions shall be of 20 marks each.***

Q 1 Differentiate between marketing and selling. Briefly explain the marketing management process. ?

Q 2 Explain various market targeting strategies adopted by marketers. ?

Q 3 What do you understand by marketing as a process? What are the needs, wants, and demands of a customer. ?

Q 4 What is the role of marketing in the modern organizations.?

Q 5 Write explanatory notes on the following : ?

1. Challenges in rural marketing.
2. Total system approach to marketing logistics.