

Subject Name and Code : Marketing Management
(MANB412)

UNIT 1:

- Q1) Why it is important to analyze the marketing environment for any organization.
- Q2) Elaborate the procedure to be adapted for implementing the marketing information system in an organization.

UNIT 2:

- Q1) Explain the various 4 P's of product mix.
- Q2) Why branding and packaging is important for any product or service

UNIT 3:

- Q1) Distinguish between advertising and sales promotion.
- Q2) Why personal selling is preferred over the other selling patterns to tap the market.

UNIT 4:

- Q1) Discuss in detail the concept of channel management
- Q2) How to measure, evaluate and control the marketing efforts related to channel management.

UNIT 5:

- Q1) Discuss the new issues and challenges faced by the marketers in marketing of products.
- Q2) Discuss the nature and scope of retailing concept.