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Paper Code :DMB-121

Roll No.

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MBA-6
1st Year Examination, Calendar Batch 2017
Marketing Management

Time : 3 Hours]

[Max. Marks : 100

*Note. Attempt any **Five** questions. All questions carry equal marks.*

- Q.1** What is the methodology used to study consumer behavior and also explain the steps involved in it?
- Q.2** What do you understand by brand management?
- Q.3** What are the various channels of distribution generally used by companies ? Explain the merits and demerits of different channels?
- Q.4** What do you understand by supply chain management?
- Q.5** Discuss the importance of Marketing Mix (4 P's) in Marketing Management.
- Q.6** Describe the Product life cycle.
- Q.7** Define a new product. Explain the different types of new products. Explain the procedure of new product development.
- Q.8** Define the process of personal selling.