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Paper Code :DMB-121
Roll No.

MBA-6
1st Year Examination, Academic Batch 2017-18
Marketing Management

Time : 3 Hours]

[Max. Marks : 100

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

Q.1. Define Marketing information system.

Q.2 Define marketing? Discuss about the marketing environment

Q.3 Define consumer behavior? Explain the factors which influence the buying behavior.

Q.4 What do you understand by market segmentation? Explain the various bases for segmenting the market.

Q.5. What do you understand by supply chain management?

Q.6. Describe the process of personal selling.

Q.7. Define global marketing.

Q.8. What do you understand by brand management?