

BHARTIYA VIDYA MANDIR (BVM) COLLEGE OF MGMT. EDUCATION

QUESTION BANK

MBA- II SEM

MBA 201 – MARKETING MANAGEMENT

Note : Question of 1.5 Marks.

- Q.1 What do you mean by pricing decision?
- Q.2 Distinguish between channel distribution of consumer product and industrial product?
- Q.3 Name of the functions of advertising.
- Q.4 What is the current trend in whole selling.

Note : Questions of 2 Marks.

- Q.1 Give the introduction of personal selling
- Q.2 Write a note on electronic marketing
- Q.3 What is the B2B, B2C marketing?

Note : Questions of 3 marks.

- Q.1 What do you understand by public relation?
- Q.2 What is public relation in marketing
- Q.3 Define combined leverage..
- Q.4 Write Short note on:
 - (a) Retail distribution in india
 - (b) pricing strategies
- Q.5 Explain the Basic idea promotion mix
- Q.6 What is C2C marketing?
- Q.7 define personal selling
- Q.8 Explain management of channel