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Roll No .....

**MAM - 402**

**Master of Applied Management (Dual Degree), IV Semester**

Examination, June 2016

**Principles of Marketing Management**

*Time : Three Hours*

*Maximum Marks : 70*

**Note :** Attempt any five questions. All questions carry equal marks.

1. Explain the meaning of scope, nature and importance of marketing.

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2. Explain marketing orientations and how it be employed in organizations.
3. Write about micro and macro environment of marketing.
4. Discuss meaning and concept of market segmentation.
5. Explain the process of developing a new product.
6. What do you mean by pricing policies? Describe their objectives and contents.

7. What is 'Channel of distribution'? Describe its functions.

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8. Write about the factors influencing the promotional mix:

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