

Total No. of Questions :8]

[Total No. of Printed Pages :2

Roll No

MAM-402

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

Examination, December 2016

Principles of Marketing Management

Time : Three Hours

Maximum Marks : 70

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

1. Define Marketing. Discuss scope and importance of marketing.
2. Write a short note on different approaches to marketing.
3. What do you mean by marketing environment define briefly?
4. What is Market Segmentation? What are bases applying by a company for segmenting the market? And how they select market segment?
5. Define the meaning and nature of product. What is meant by product mix? Explain with examples.
6. What is Product Life Cycle? Explain the characteristics of PLC.

[2]

7. What is the Meaning Price? Define the various pricing methods and strategies.
8. What do you mean by 'Channel Intermediaries'? Define the methods of selection of Channel Intermediaries.

554