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**MAM-402**

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

Examination, June 2017

**Principles of Marketing Management**

*Time : Three Hours*

*Maximum Marks : 70*

*Note:* i) Attempt any Five questions.  
ii) All questions carry equal marks.

1. Describe scope and importance of marketing.
2. What are controllable and uncontrollable factors effecting marketing decisions?
3. Discuss various stages of Product Life Cycle.  
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4. Share factors which affect pricing.
5. Explain various types of distribution channels.
6. What do you mean by Branding?

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7. What are different bases of market segmentation?

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8. Differentiate between advertising and personal selling.

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