



## All India Institute of Management Studies

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### **MARKETING MANAGEMENT**

#### **Questions Paper**

1. Define Marketing and explain in detail the importance of Marketing.
2. Bring out the importance of Transportation and explain the different modes of transport.
3. What are the different functions of warehousing and the types of warehouses?
4. Give the meaning and scope of Marketing Research. Discuss the steps involved in Marketing Research.
5. Define and give the advantages of Standardisation and Grading.
6. Explain in detail working capital and sources of finance.
7. What are the basic requirements for a successful sales promotion programme.
8. Markets should be aware of buying habit of customers - how, when and where they buy? Elaborate.
9. What are the factors which influence pricing? Explain the two strategies of pricing a few products.
10. Write short notes on the following:

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- a) Inventory
- b) Order Processing
- c) Fixed Capital
- d) Channels of Distribution
- e) Labelling
- f) Marketing of Industrial Goods
- g) Channels of Distribution
- h) International Marketing
- i) Water Transport
- j) Warehousing