

**Institute of Management Studies**  
**Devi Ahilya Vishwavidyalaya, Indore**  
**MBA(Executive) Semester II (2019-2021 batch)**  
**Assignment**  
**Marketing for Managers**

**Note: All questions are compulsory**

1. Explain Marketing Environment. Distinguish between Microenvironment and Macroenvironment with the help of suitable example,
2. What is Market Segmentation.? Discuss the bases of Market Segmentation with the help of suitable example.
3. Explain Product Life Cycle. Discuss its various stages with the help of suitable example.
4. Discuss Price Discounts and Allowances with the help of suitable example.
5. Explain Wholesaling. Differentiate between Full Service Wholesaler and Limited Service Wholesaler. Mention appropriate example.
6. Explain Sales Promotion. Discuss the sales promotion offers with the help of example.
7. Explain Internet Marketing Discuss its advantages and limitations.
8. What is Event Marketing.? Discuss different events, with the help of suitable example.
9. Discuss the Philosophies of Marketing. Give suitable example.
10. Explain Personal Selling. Discuss the steps in selling, with the help of suitable example.