



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (April 2019)

School: School of Management

Program: BBA FS

Course: Marketing Management

Course Code: MGT102

Semester: II

Max Marks: 40

Duration (mins): 90 mins

Note: 1. Each question carries **10 marks**.

2. Attempt **any four** questions.

Answer the following questions:

- 1) Define marketing and discuss the fundamental marketing concepts, trends and tasks in detail.
- 2) Define PLC and discuss its stages. Also highlight common PLC patterns.
- 3) Define Segmentation and elaborate the basis for segmenting consumer market.
- 4) Define Sales Promotion and discuss various sales promotion tools.
- 5) Define marketing and discuss various company orientations towards market place.
- 6) Define Target Market and discuss in detail target market selection patterns.
- 7) Write Short notes on the following:
 - A) Consumer Insight
 - B) Marketing Mix

******* ALL THE BEST*******