



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: SOM

Program: BBA AVIATION MANAGEMENT

Course: FUNDAMENTALS OF MARKETING

Course Code: MGT104

Semester: 3

Max Marks: 50

Duration: 150 Minutes

Note: 1. Figures to the right indicates full marks.

Answer any 5 questions

(5*10=50 Marks)

- 1) Explain the Nature, objectives and importance of marketing management
- 2) Discuss the role and insights in product development and marketing
- 3) Analyze the role of STP in the development of a product
- 4) Discuss the various steps involved in the new product development
- 5) Briefly explain the various elements in the integrated marketing communication
- 6) What are the various marketing channels? Explain the distribution Channel with suitable examples
- 7) Write Short notes:
 - a) Direct marketing
 - b) Branding
 - c) Service marketing
 - d) Emotional benefits of a product
 - e) Marketing strategies

****ALL THE BEST****