



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (December 2018)

School: School of Management

Program: MBA FN (BIS/MaC/SM)

Course: Marketing Management

Course Code: MGT503

Semester: I

Max Marks: 100

Duration: 3 Hours

- Note :
1. Answer ALL questions from Section A.
 2. Answer any FOUR questions from Section B

Section A (10 x 2 = 20 Marks)

1. Define Marketing as per Philip Kotler
2. What is Marketing Mix?
3. What are the elements of the internal environment of a firm?
4. What is Differentiation?
5. What is a Brand?
6. What is Segmentation?
7. What are the different stages of new product development process?
8. What is Sales Promotion?
9. What is Logistics?
10. What are the elements of Marketing Concept?

Section B (4 x 16 = 80 Marks)

1. Explain the concept of Marketing Environment.
2. Discuss the target market selection process.
3. Discuss the various marketing mix decisions that a marketer has to take.
4. Discuss the various pricing strategies.
5. Explain the various promotion tools.
6. What are the functions of Distribution Channels?
7. Discuss the classification of Services.