

**XS-107**

**010-006103**

**P. G. Diploma in Business Administration (Sem.-I) (CBCS) Examination  
January-2015**

**11103 : Marketing Management**

**Faculty Code : 010  
Subject Code : 006103**

**Time : 3 Hours]**

**[Total Marks : 70**

**Instruction :** All questions carry equal marks.

1. Define Marketing Management. Explain the difference between selling and marketing.
2. Explain various types of Distribution Channel in detail.

**OR**

What do you understand by Consumer Behavior ? Explain different types of consumer.

3. What do you understand by product development ? Explain New Product Development process in detail.

**OR**

Why Marketing Promotion is important ? Write about various methods of marketing promotional activities.

4. Define Marketing Environment. Write in detail Micro Environment and Macro Environment of Business.

**OR**

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**P.T.O.**

Explain the nature, characteristics and strategies of service marketing.

5. Write short note : (Any **two**)

(1) Product Life Cycle Concept.

(2) Rural Marketing in India

(3) Marketing Mix Elements

(4) Customer Relationship Management

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