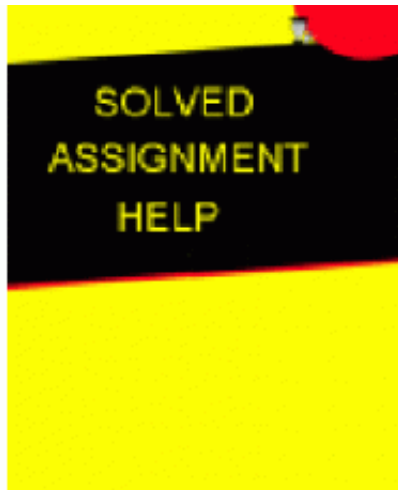


MBA -203 MBA ASSIGNMENTS Marketing Management



Brand: Mehta Solutions
Product Code: MBA-203
Weight: 0.00kg

Price: Rs500

Short Description

MBA -203 MBA ASSIGNMENTS Marketing Management

Description

MBA-203 SOLVED MBA ASSIGNMENTS Marketing Management

Product Details: MBA-202 SOLVED MBA ASSIGNMENTS Marketing Management

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

RATING OF assignment: EXCELLENT

Different assignments to different user by email attachment

JAIPUR NATIONAL UNIVERSITY, JAIPUR

School of Distance Education & Learning

Internal Assignment No. 1

Master of Business Administration / PGDM

Paper Code: MBA– 203

Paper Title: Marketing Management

**Last date of submission:
Marks: 15**

Max.

Note: Question No. 1 is of short answer type and is compulsory for all the students.

It carries 5 Marks. (Word limits 50-100)

Q. 1. Answer all the questions:

- (i) What is Product life cycle?
- (ii) Name two features of marketing.
- (iii) What is MIS?
- (iv) Why is scanning of environment a crucial task?
- (v) What is Marketing Audit?

Note: Answer any two questions. Each question carries 5 marks (Word limits 500)

- Q. 2. Explain the various types of promotion techniques used in marketing.
- Q. 3. Explain the role challenges of using internet in marketing.
- Q. 4. Explain various philosophies of marketing.

JAIPUR NATIONAL UNIVERSITY, JAIPUR

School of Distance Education & Learning

Internal Assignment No. 2

Master of Business Administration / PGDM

Paper Code: MBA – 203

Paper Title: Marketing Management

Last date of submission:

Max.

Marks: 15

Note: Question No. 1 is of short answer type and is compulsory for all the students.

It carries 5 Marks. (Word limits 50-100)

Q. 1. Answer all the questions:

- (i) What are the types of communication system?
- (ii) What do you understand Channel of distribution?
- (iii) Define Market research?
- (iv) How marketing is a “Pull approach” explains.
- (v) What is Demographic environment?

Note: Answer any two questions. Each question carries 5 marks (Word limits 500)

Q. 2. What is marketing management? What is role and scope of marketing management?

Q. 3. Differentiate between selling and marketing.

Q. 4. Define market segmentation? Explain the various basis of market segmentation.

Details

1. Assignments by email

2. Attachment in few hours or as depends upon work

3. pdf or word file

4. Rating of product : largest selling

Product Gallery

