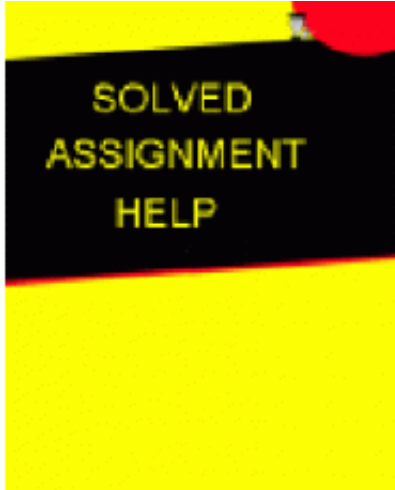


# MBA -203 MBA ASSIGNMENTS Marketing Management



**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**

