

Roll No.

Y – 906

MBA (General) First Year EXAMINATION, May/June-2021

DISTANCE MODE

Paper – 106

MARKETING MANAGEMENT

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 28

Note—Attempt *all* questions.

Unit-I

1. What are the objectives of Marketing Management ? Describe the role of Marketing management in economic development. 14

Unit-II

2. Define Marketing information system. Discuss its need and components. 14

Unit-III

3. Explain new product planning and development. 14

Unit-IV

4. What is Packaging ? Explain its functions. 14

Unit-V

5. Explain in brief Multi Level Marketing. 14