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Marketing Management

Three 3 hrs.

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REFERENCES

Note: A follow-up survey of 100 MCQ questions from Q.No. 1 to Q.No. 100

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|---|--|------------|
| 1 | What are needs, wants and demand? | (10 Marks) |
| 2 | Mention the different buying roles in study of consumer behaviour. | (10 Marks) |
| 3 | What is STP? Define. | (10 Marks) |
| 4 | Explain product mix with an example. | (10 Marks) |
| 5 | Write about significance of pricing. | (10 Marks) |
| 6 | Explain briefly on AIDA model. | (10 Marks) |
| 7 | What is Marketing Audit? | (10 Marks) |

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