

## MBA II Sem

### MARKETING MANAGEMENT (Any five)

1. What is marketing management explain its scope and importance.
2. What Do You Understand By Marketing Research? Explain The Process Of Marketing Information and Research.
3. Explain Segmentation and Targeting In Detail.
4. Define product and explain qualities of good product.
5. Explain pricing. What are the factors influencing price of a product.
6. Advertising plays a vital role in demand generation. explain
7. What is distribution strategy? Explain its types.
8. What is corporate branding strategy explain.