

SYBMS  
~~Marketing~~ Marketing Management

**CODE : TUNGSTEN**

Time : 2 Hrs.

10/10/08

Marks : 60

**Q.1 Define Marketing Explain its features and importance. 15**

OR

**Q.1 a) Explain briefly the elements of marketing mix. 10**

**b) What is Marketing Environment? 05**

**Q.2 a) Explain the scope of marketing research 10**

**b) What are limitations of marketing research 05**

OR

**Q.2 Define MIS. Explain the features of MIS. 15**

**Q.3 Distinguish between 15**

**1. Traditional concept and modern concept**

**2. Primary and Secondary data**

**3. Market segmentation action and Mass marketing**

OR

**Q.3 a) Define market segmentation. Explain its features 08**

**b) Discuss briefly the buyer decision process. 07**

**Q.4 Explain the code of ethics for buying and sellings. 15**

OR

**Q.4 What is retailing? Explain the functions and services of retailers. 15**

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