Roll. No………………………… 1211044

BBA / Integrated (MBA) 1st Semester Examination
June - July 2013
MARKETING CONCEPTS AND INNOVATION
Subject Code: MSL-107

Time Allowed: 03 hours. Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: Attempt any five questions and all questions carry equal marks.

Section – A

1. Define 'Marketing Management'. Discuss the importance and scope of marketing management.
2. Is green marketing successful and does it have any actual impact on the marketing process within businesses?
3. Explain concept of New Product Development with suitable example

Section – B

4. Differentiate between skimming and penetration strategy.
5. What do mean by marketing channel? How one can design and manage marketing channel?
6. What are the different types of Promotion? Explain with its characteristics.