

Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education

Name of the Assignment Setter:					
Course:	MBA/MBA (HR) CBCS (2020)	Class:	MBA/MBA (HR)	Semester:	II
Subject: Marketing Management					
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
a)	Explain Core Concepts of marketing with suitable examples.				
b)	Discuss the evolution of marketing in brief				
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
a)	Write a note on marketing environment				
b)	Describe the concept STP (Segmentation, Targeting and Positioning) in marketing				
c)	Discuss the term Product Differentiation with suitable examples				
d)	Explain the concept of Marketing Mix. Elaborate on 4 Ps of marketing mix				
Q.3)	Write Short Notes on (ANY TWO)				(08)
a)	What do you mean by Distribution Mix				
b)	Discuss in brief Push-Pull strategy of promotion				
c)	Explain the Process of Marketing Research. Give its importance.				
d)	Discuss the contents of Marketing Plan				
