
 SURESH GYAN VIHAR UNIVERSITY <small>Accredited by NAAC with 'A' Grade</small>		INTERNAL ASSIGNMENT - 1
Course	MBA	Modern Marketing Managemet
Semester	2	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A. Summarize the various functions of Marketing
- B. Explain Concept of 'Brand'. How and why various Branding Decisions are are made?
- C. Describe the various sales management concepts helping to manage the sales department effectively

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A. Product differentiation
- B. Buyer behaviour model
- C. Definition of Marketing
- D. Objectives and importance of marketing research
- E. Core Marketing Concepts

 SURESH GYAN VIHAR UNIVERSITY <small>Accredited by NAAC with 'A' Grade</small>		INTERNAL ASSIGNMENT - 2
Course	MBA	Modern Marketing Managemet
Semester	2	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A. Marketing research is not free of limitations. Explain
- B. Describe any one consumer behaviour model which is relevant to today's situation
- C. Define Marketing Research. Explain Scope of Marketing Research

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A. Factors Influencing Organizational Buyers
- B. Business Markets and buying behaviour
- C. Macro Environment in marketing
- D. The target market selection process
- E. Product decisions