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

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

- A. Summarize the various functions of Marketing
- B. Write a detailed note Buying Behavior Models
- C. Write a detailed note on marketing process with examples

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

- A. The VALS segmentation system
- B. Customer Relationship Management
- C. Buying decision making process
- D. Steps in Forecasting
- E. Environmental Analysis

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

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

- A. What are micro environment factors affecting Marketing
- B. Describe how the marketing Strategies change during the PLC cycle
- C. What is consumerism? How it is protecting consumer's interest?

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

- A. Methods of Sales Forecasting
- B. Mystery shopping
- C. Business Markets and buying behaviour
- D. What is Market Segmentation?
- E. Limitations of marketing research