
 <div><div>SURESH GYAN VIHAR UNIVERSITY</div><div>Accredited by NAAC with 'A' Grade</div></div>		INTERNAL ASSIGNMENT - 1
Course: MBA		MODERN MARKETING MANAGEMENT
Year: I		
Specialization: NA	Total Marks: 100	

Q. Write answers for the questions below. (20 marks each – Word limit – 500)

- A. Define the term Marketing. Explain relevance of Marketing in a developing economy.**
- B. Describe the various sales management concepts helping to manage the sales department effectively.**
- C. Write a detailed note on marketing process with examples.**
- D. Discuss the methods used for the selection of sales personnel for selling financial services.**
- E. “Services are different than Products, hence we have to consider extended 3P’s of Marketing.”**

Comment.

 <div><div>SURESH GYAN VIHAR UNIVERSITY</div><div>Accredited by NAAC with 'A' Grade</div></div>		INTERNAL ASSIGNMENT - 2	
Course: MBA		MODERN MARKETING MANAGEMENT	
Year: I			
Specialization: NA	Total Marks: 100		

Q. Write answers for the questions below. (20 marks each – Word limit – 500)

- A. What is Marketing Channel? Explain various the factors influencing Channels of Distribution.**
- B. What measure would you suggest for sales promotion of a consumer product.**
- C. Consumer learning and perception are important to understand consumer behaviour- why?**
- D. Explain the process of marketing research along with the necessary precautions to be taken in each stage.**
- E. What are the different components of Price? How they affect Process of Setting up the Prices for the Product.**