

PRASHANTI INSTITUTE OF MANAGEMENT

ASSIGNMENT-QUESTIONS

MARKETING MANAGEMENT

(FT-CC-203)

Q.1 What do you mean by Marketing Management .Explain Different types and steps of marketing.

Q.2 Write a detail note. (Any one)

1. Marketing Environment
2. Marketing Information System

Q.3 Make a diagram of market segmentation with example of telecom and kinds product with name of company.

Q.4 what do the importance of rural marketing development of India business.

Q.5 Explain Channel Management and how it is different with promotion management.