


DRAVIDIAN  **UNIVERSITY**
Directorate of Distance Education (DDE)
KUPPAM – 517 426:: A.P.
Two year PG Examinations DDE
Course : I year M.Com (Accountancy)
Paper – III Marketing Management.
Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

3x10=30

1. Explain about marketing orientation Vs Production orientation?
2. What is the difference between micro Environment Vs Macro Environment?
3. Define positioning? Explain types positioning strategies. Briefly?
4. Explaining about promotion tools. Briefly?
5. Define Marketing mix? Explain about skimming pricing and penetration pricing?