


Set - I


DRAVIDIAN UNIVERSITY
Directorate of Distance Education (DDE)
KUPPAM – 517 426:: A.P.
Course: I year MBA/PGDBA
Paper- : VIII Marketing Management
Question Paper for Assignment

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

3x10=30

1. Define Marketing and Explain scope and Nature of Marketing Management?
2. Explain Segmentation, Targeting and positioning for a new product?
3. What is core product? Discuss the stages in the new product development?
4. What are the objectives of pricing? Explain different Pricing Methods?
5. What are the different Marketing channel levels?