

(Following Paper ID and Roll No. to be filled in your Answer Book)

**PAPER ID : 7045**

Roll No.

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**M. B. A.****(SEM. II) EXAMINATION, 2006-07****MARKETING MANAGEMENT***Time : 3 Hours}**{Total Marks : 100**Note : (1) Attempt all questions.**(2) The figures in right side indicate the marks.*

**1** Answer any **four** of the following in about **5×4**  
**250** words each :

- a) State and explain briefly the major elements of the marketing environment.
- b) Give the reasons for growing importance of marketing research in the present day economy.
- c) "Money spent on advertising is a waste." How far do you agree with this statement?
- d) Explain the importance of rural marketing in India.
- e) Enumerate the various service rendered by the wholesalers as an important channel of distribution.
- f) 'Marketing decisions are generally influenced by pricing'. Explain this statement by giving examples.

# Marketing Management Nexam Question Papers

**John Williams, Tony Curtis**



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