



Y. & M. Anjuman Khairul Islam's
POONA INSTITUTE OF MANAGEMENT
SCIENCES & ENTREPRENEURSHIP

(A Religious & Linguistic Minority Institution, Recognized by DTE, Govt. of Maharashtra, Affiliated to Savitribai Phule Pune University,
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COURSE MBA GENERAL (SEM - II)
201: Marketing Management
(2020 PATTERN)

SHORT QUESTIONS

1. Explain Goods- Service continuum
2. What are Consumer Products
3. What do you mean by unsought goods?
4. Explain product Development Process in brief
5. What do you mean by new products?
6. Factors influencing pricing decision.
7. What do you mean by Geographical Pricing
8. What do you understand by Psychological Pricing
9. What is Dynamic Pricing
10. What is Location pricing
11. What are marketing channels
12. What are the roles of marketing channels
13. What is Retailing
14. What is Wholesaling
15. What is Warehousing
16. What do you mean by Advertising
17. What do you understand by Public Relations
18. Explain Direct Marketing
19. What is Sales Promotion
20. How Personal selling differs from Door to door selling
21. Nature and Contents of Marketing Plan
22. Marketing Audit
23. Explain marketing evaluation and Control
24. Explain types of Control
25. Push – Pull Strategy