



15-12-2015

DOON UNIVERSITY

SCHOOL OF MANAGEMENT

END SEMESTER EXAMINATION DEC 2015

IMBA-III SEMESTER

FOUNDATIONS OF MARKETING MANAGEMENT

IMBA-301

SECTION-A

1. Define societal marketing. 5x2=10
2. What is a segment?
3. What is a fad?
4. What is a brand?
5. Define advertising.

SECTION-B

1. What is marketing macro environment? 5x4=20
2. Explain STP Marketing.
3. Explain PLC.
4. Define the elements of promotion.

SECTION-C

1. What is marketing audit? 10x2=20
2. Explain the New Product Development Process.