

**PG CBCS**  
**PG Semester-I Examination, 2020**  
**MHA**  
**PAPER: MHA 106**  
**(MARKETING MANAGEMENT)**

**Full Marks: 40**

**Time: 2 Hours**

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**Answer any two questions from the followings:**

**2X20=20**

1. Define Marketing. Discuss briefly various elements of Marketing Mix.  
5+15
2. What is Environmental Scanning? Discuss any two components of Macro-Environment in business.  
4+16
3. What is New Product Development? Discuss the steps of New Product Development in brief.  
5+15
4. What do you mean by Product Life Cycle? Explain various stages of Product Life Cycle.  
5+15
5. What do you understand by Branding? Discuss different branding strategies in Indian business perspective.  
5+15
6. Distinguish between advertisement and Sales Promotion. Discuss the factors affecting the promotional mix of a firm.  
10+10

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