

INTERNAL ASSESSMENT

SEMESTER-II

Marketing Management  
(UG BCOM-Mi-T-2)

FULL MARKS:15

3X5=15

Answer any **Three** question:

1. Discuss the elements which constitute in marketing environment? Explain with examples?
2. What are the challenges the present-day marketer is facing? Give an Example?
3. What do you mean by market segmentation?
4. Explain the term “product life cycle”?
5. Discuss the steps in new product development.