**Rajasthan Institute of Engineering & Technology, Jaipur**

**University Roll No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**1st year MBA. Semester III I Mid Term Examination, March 2018**

**Subject: - Marketing Management**

**SET-C**

**Time: - 2 Hrs. [Maximum Marks: -20]**

**[Min. Passing Marks: 08]**

**Instructions to the Candidates**:

Attempt ***any 4*** questions from Section A andSection Bis ***Compulsary*** for all **.**

1. Explain the elements of marketing . (3)
2. What do you understand by holistic marketing ? (3)
3. What do you understand by Marketing Information System ? (3)
4. Differentiate between Consumer and Customer. (3)

5. Explain the concept of Market Segmentation. (3)

6. What do you understand by Positioning strategy ? (3)

**Section B**

7. Explain The Philosophies of marketing in detail . (4) 8.Explain the factors affecting marketing environment.. (4)