

MBA CC Sem II
Session 2019
Assignment: Marketing Managemnt
MM:30

- 1) How does Market Segmentation help the manager in taking the market related decisions efficiently? Discuss with the help of suitable example.
- 2) Write a detailed note on Marketing Automation.
- 3) Discuss the concept of Integrated Marketing Communication (IMC), also write in detail the importance of IMC in modern day competitive business environment?

(10 X 3 = 30)