



MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH

(Meenakshi University)

(Declared as Deemed-to-be-University under Section 3 of the UGC Act, 1956 vide

Notification

No.F.9-5/2002-U.3, dt: 31.03.2004)

FROM,

DIRECTOR,
MAHER.

16/11/2011

Chennai-78

TO,

STUDY CENTRES,

Sir,

- Answer the question each in five pages.
- Students should write the answer in their own handwriting
- Answers received after 25th Nov to the centre will not be accepted.
- Each question carries five marks.
- **LAST DATE FOR SUBMITTING ASSIGNMENTS FOR THE STUDENTS ADMITTED IN 2011 IS ON 10TH DEC 2011.**

ASSIGNMENT PAPER-1-Marketing Management

1. Give an account of the production concept.
2. Narrate the methods of sales concept.
3. What are the marketing environment and its influences.
4. Give an account of the organisation and stake holder theory
5. Elaborately discuss about the marketing mix.

Director