

# **Vikramaditya Institute of Management and Technology**

**Bhopal**

MBA 2<sup>nd</sup> SEM (FT)

Assignment – 2022-23

Paper CP- 204: MARKETING MANAGEMENT

## **Unit –3**

1. What do you understand by product Mix? Explain with the help of example?
2. Write a note on Promotion Mix and its elements?
3. How organizations manage their channels and conflict? Explain.
4. Discuss the channel management decisions a marketing manager how to take?

Guided By

**Prof. Ankita Singh**

Submitted By