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Candidate's Seat No.:

**M.Phil. Management Examination
Paper-III : Marketing Management
May-2017**

[Max. Marks : 70

Time : 3 Hours]

Paper III Theoretical Foundations in Management

Marks:70

Note: Attempt any five Questions .

1. Explain the three Dichotomies Model of Marketing.
2. Explain the role of Laws in Marketing Research.
3. How is Marketing a Discipline?
4. How are Board of Directors a powerful instrument in Corporate Governance?
5. Explain the relationship between Corporate Governance and Investor Protection.
6. Explain some misconceptions of marketing theory.
7. Explain the economic contribution of MSMEs.
