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Paper ID:7006

Master of Business Administration
(SEM I) THEORY EXAMINATION 2017-18
Marketing Management

Time: 3 Hours *Total Marks: 70*

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. **2 x 7 = 14**

a. "Marketing concept goes beyond selling." Justify.
b. Explain the concept of Marketing myopia.
c. What is penetration pricing?
d. Compare between consumer durables and FMCG.
e. What are the features of a good segment?
f. Why packaging is considered to be 5th 'P' of marketing?
g. Explain Product Line decisions.

SECTION B

2. Attempt any *three* of the following: **7 x 3 = 21**

a. Discuss all the competitive advantages of Vertical Marketing System? What are the factors that could affect a distribution Channel?

b. Define Brad Equity. What are the different levels of product? Discuss in brief the Line Extension decisions of RIL.

c. Explain the various promotional strategies in detail. Make a brand positioning map of the various flavors of soaps manufactured by P&G.

d. "Cost is an important factor in price determination but cost alone is not sufficient for determining the price."Give your views on this.

e. Define sales promotion. What are its functions and methods? Is sales promotion more effective than advertising? Why or why not.

SECTION C

3. Attempt any *one* part of the following: **7 x 1 = 7**

(a) Discuss the latest marketing trends in Indian business and industry, and suggest measure to cope up with them.

(b) "Everything matters in marketing." Justify this with reference to the Holistic Marketing.

4. Attempt any *one* part of the following: **7 x 1 = 7**

(a) Design suitable criteria for segmenting the market for Automobile Company. What are the differences between segmentation and market targeting?

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(b) Elaborate all the steps of 'New Product Development' in detail.

5. Attempt any *one* part of the following: **7 x 1 = 7**

(a) What is product life cycle? Draw a neat graph of PLC. What marketing strategies are adopted in each distinct stage of P.L.C.?

(b) Discuss the process for setting the price of a product. Explain different kinds of Pricing policies and strategies.

6. Attempt any *one* part of the following: **7 x 1 = 7**

(a) "You can eliminate middleman, but you cannot avoid the intermediaries' activity and services." Do you agree?

(b) What are the main elements of Marketing Communication? What are the advantages and Disadvantages of personal selling?

7. Attempt any *one* part of the following: **7 x 1 = 7**

(a) Explain in detail the difference between Advertisement and Sales promotion. Which one is more useful?

(b) Describe the concept of 'Global Marketing'. How can information technology affect the physical structure of an industry in global scenario?

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