

**M.B.A. (GEN.) SEM-II / M.B.A.(HR) SEM-II (2016 Course) CBCS :
SUMMER - 2019**

SUBJECT: MARKETING MANAGEMENT

Day: Monday
Date: 15/04/2019

S-2019-2187

Time: 02.00 PM TO 05.00 PM
Max. Marks: 60

N.B.:

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
- 3) Answers to Both the sections to be written in **SAME** answer books.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

What is marketing? Explain in detail the approaches to marketing with suitable examples.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

What are the different pricing strategies a marketer can use to further the organization's interests?

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

What is meant by buying motives? Explain in detail various types of buying motives.

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)

What is marketing planning? Discuss in detail its process.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) Customer delight
- b) Product positioning
- c) Analyzing marketing environment
- d) Levels of product

SECTION - II

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

All Out, a mosquito repellent manufacturing company in India is facing a tough competition with the various established brands. According to industry reports, the Indian mosquito repellent market was expected to grow rapidly with improvement in literacy and health consciousness in rural areas. As the per capita usage of repellents was very low in the country, there was considerable scope for the market to expand. Suggest a suitable targeting strategy for All Out, a mosquito repellent manufacturing company to capture the total market.

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

An American electronic appliances manufacturing company is planning to introduce the air conditioners, coolers, refrigerators and washing machines in the Indian market. Design a suitable marketing plan for the same.

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

An American soft drink manufacturing company wants to introduce their various brands in the Indian market. The company is planning to know about the customers' preferences of the Indian customers for the soft drinks to be launched in the market.
Design a questionnaire for the survey of consumers' preferences and elaborate the process of marketing research.
