

S.D.E.
M.B.A. (I.T.) Sem-III (2013 Course) : SUMMER - 2019
SUBJECT: MARKETING MANAGEMENT AND RESEARCH

Day : Thursday
Date : 16/05/2019

S-2019-5162

Time : 10.00 AM TO 1.00 PM
Max. Marks : 70

N. B. :

- 1) Attempt any **THREE** questions from **Section-I-** and any **TWO** questions from **Section - II.**
- 2) Answers to both the sections should be written in *SAME* answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION - I

- Q.1** How does industrial market differ from consumer market? Explain. (14)
- Q.2** “The product life cycle stages influence the marketing mix decisions”. Do you agree? Justify your answer. (14)
- Q.3** Write an illustrative note on e-marketing. (14)
- Q.4** Discuss in details the concept of customer delight. (14)
- Q.5** Write short note on any **TWO** of the following : (14)
- a) Green marketing
 - b) New product development
 - c) Marketing control
 - d) Channel decisions

SECTION - II

- Q.6** As a Marketing Manager of a leading automobile company, suggest suitable marketing strategies to compete with others in the passenger car segment. (14)
- Q.7** What is meant by sales promotion? What could be the sales promotional objectives for :
i) A newly opened restaurant
ii) A beach side resort during monsoon season
iii) A newly launched detergent powder.
- Q.8** Critically comment on the market segmentation of Titan watches. (14)
