

**S.D.E**  
**M.B.A. (E) SEM-I (2 Year Course) : SUMMER - 2019**  
**SUBJECT : MARKETING MANAGEMENT**

Day : Tuesday  
Date : 07/05/2019

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

**S-2019-5198**

**N.B.:**

- 1) Attempt **ANY FOUR** questions from Section – I and attempt **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in **SAME** answer books.
- 3) Figures to the right indicate **FULL** marks.

**SECTION – I**

- Q.1** Differentiate between marketing concepts and production concepts. [10]
- Q.2** What are different types of marketing research? [10]
- Q.3** State and explain role and importance of CRM (Customer Relationship Management) in marketing. [10]
- Q.4** What are different methods of pricing? Describe factors influencing pricing decision. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Functions of channel intermediaries
  - b) Sales promotion
  - c) Personal selling skills

**SECTION – II**

- Q.6** XYZ Company manufacturing apparels for men. You have appointed as marketing manager to establish its new brand of men's apparels and make it popular into the market. Prepare a detailed plan of Marketing. [15]
- Q.7** Company manufacturing bakery products appointed you as marketing manager and company have instructed you to prepare detail marketing plan to develop its marketing mix. Prepare detail plan of marketing. [15]
- Q.8** What Ad-media will you choose and why for each of the following: [15]
- a) Toothpaste
  - b) Shampoo
  - c) Antiseptic liquid

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