

S.D.E.
B.C.A. (2004 Course Sem- IV : SUMMER - 2019
SUBJECT: MARKETING MANAGEMENT

Day : Thursday
Date : 16/05/2019

S-2019-4974

Time : 10.00 AM TO 1.00 PM
Max. Marks : 80

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** Draw and explain marketing strategy formulation process in details. (16)
- Q.2** What is meant by product mix? Explain the following terms with suitable examples: (16)
- a) Product Line
 - b) Product width
 - c) Product depth
- Q.3** What is Market Research? Explain how is it beneficial for designing marketing strategies. (16)
- Q.4** "A proper planning and control is necessary for marketing of any product? Comment. (16)
- Q.5** Write short note on any **TWO** of the following : (16)
- a) Customer Relationship Management
 - b) Types of marketing strategies
 - c) Consumer Delight and Consumer Satisfaction
 - d) Market Segmentation

SECTION - II

- Q.6** Design a questionnaire to find out satisfaction level for a famous brand in automobile sector. (16)
- Q.7** "Uddan" scheme intends to connect tier-II cities in the states. Conduct segmentation exercise of prospective passengers for an airline who plans to operate between these cities. (16)
- Q.8** What should be marketing mix for the following ? (16)
- i) four wheelers that runs on electricity in urban area
 - ii) Smart phones in rural area
