

S.D.E.

**M.B.A. (Gen.) / M.B.A.(HR) Sem-II (CBCS - 2018 Course) :
SUMMER - 2019**

Subject: Marketing Management (Common for M.B.A. General & H.R.)

Day: Thursday
Date: 02/05/2019

Time: 02.00 PM TO 05.00 PM
Max. Marks : 70

S-2019-4994

N.B.

- 1) Attempt any **FOUR** questions from **Section-I** and 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.
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SECTION-I

- Q.1** What is market segmentation? Explain the bases of consumer market segmentation. (10)
- Q.2** What are the various levels of market segmentation? Explain the segment marketing. (10)
- Q.3** What is Marketing mix? Explain its role in modern marketing.
- Q.4** What is pricing? Explain its various strategies. (10)
- Q.5** What is channel conflict? Explain its various types with suitable example. (10)
- Q.6** Write notes on any **TWO** of the following: (10)
- a) Customer satisfaction and delight
 - b) Product Life cycle
 - c) Marketing audit

SECTION-II

- Q.7** Develop a Sales promotion programme for a newly Launched Ayurvedic soap in Indian market. (15)
- Q.8** Design a questionnaire so as to conduct a survey on customer awareness on mediclaim policy (15)
- Q.9** Prepare a Marketing plan for a newly developed electric car for Indian market. (15)

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