

S.D.E.
M.B.A. Sem-II (2013 Course) : SUMMER - 2019
SUBJECT : MARKETING MANAGEMENT

Day : Thursday
Date : 02/05/2019

S-2019-5018

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

N. B. :

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

SECTION - I

- Q. 1** Explain giving examples, basic concept of marketing. (10)
- Q. 2** Why market segmentation is necessary? Explain with examples. (10)
- Q. 3** What do you understand by “Marketing research process and its report writing”? (10)
- Q. 4** Explain what is meant by “Marketing Planning Mechanism and control concept of marketing plan”. (10)
- Q. 5** Write short notes on **ANY TWO** of the following: (10)
- a) Characteristics of Modern Market Trends
 - b) Product Positioning Strategies
 - c) Competitive Market Strategies
 - d) Logistics in Marketing

SECTION - II

- Q. 6** “ 7 Ps have competitive advantage in marketing of any product? Do you agree? Justify your answer giving examples. (15)
- Q. 7** Develop a questionnaire to estimate market demand for a newly developed washing machine (that runs on electric battery) by a middle class society in your district. (15)
- Q. 8** Develop a marketing plan for: (15)
- a) Readymade Lunch Packets in an Industrial Area of your city
 - b) House – hold appliances in your cities

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