

S.D.E.

M.B.A. (Executive) SEM-II (CBCS - 2018 Course) : SUMMER - 2019

SUBJECT: BASICS OF MARKETING MANAGEMENT

Day : Thursday
Date : 02/05/2019

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

S-2019-5004

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) Answer to both sections should be written in **SAME** answer sheet.

SECTION-I

- Q.1** Explain various approaches to marketing with relevant examples. **(10)**
- Q.2** What is Segmentation? Discuss various levels of Market Segmentation. **(10)**
- Q.3** Define “Product Mix”. Explain following terms with relevant examples. **(10)**
i)Product line ii)Product width iii) Product length iv) Product depth
- Q.4** Explain in detail the concept of Marketing Myopia. **(10)**
- Q.5** Describe the process and importance of “Marketing Research”. **(10)**
- Q.6** Write short notes (**ANY TWO**) **(10)**
a) Marketing Audit
b) Buying motives
c) Channel Conflict.

SECTION-II

- Q.7** Design a questionnaire to find out the market potential for electric bike in India. **(15)**
- Q.8** As a Marketing manager of automobile company, you have observed your brand facing tough competition from newly launched competitor. Design a strategy to help your brand to gain a market share. **(15)**
- Q.9** Design promotion mix for following products. **(15)**
i) Food processor ii) Air conditioner

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