

S.D.E.
M.C.A. Sem - IV : SUMMER - 2019
SUBJECT : MARKETING MANAGEMENT

Day : Friday
Date : 17/05/2019

S-2019-5273

Time : 02.00 PM TO 05.00 PM
Max. Marks : 80.

N.B.:

- 1) Solve any **FIVE** questions from Section-I and any **TWO** questions from Section-II.
 - 2) Figures to the **RIGHT** indicate full marks.
 - 3) Answer to both the sections should be written in **SAME** Answer book.
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SECTION-I

- Q.1** Outline the changing functions of marketing manager of a software consultancy firm operating globally. (10)
- Q.2** The existing marketing mix elements ie, 4p; does not suffice the requirements of service marketing. Elaborate the statement. (10)
- Q.3** Marketing Research is an art, and skillful process. Justify the statement; Frame an effective questionnaire for survey of new brand of hand-set. in your city. Make suitable assumptions. (10)
- Q.4** Explain what do you mean by IMC (Integrated Marketing Communication) with suitable example. (10)
- Q.5** Discuss the various factors, influencing consumer behaviour in Indian marketing environment. Use suitable examples and diagrams. (10)
- Q.6** What are the different objectives of pricing? Discuss in detail the pricing strategies with examples. (10)
- Q.7** Write short notes on any **TWO** of the following: (10)
- a) Sales forecasting
 - b) Packaging
 - c) Ad. budgets.

SECTION-II

- Q.8** Design an effective new product development plan for a Ayurvedic company which is planning to launch a fairness cream for men in Indian Market. (15)
- Q.9** Decide a 'Target Market' and frame an sales promotion campaign for –(a) Hotels (15)
(b) Primary schools. Make your own assumptions if necessary.
- Q.10** As a sales representative of a Bank's credit card division. How would you deal with the following objections by the customers- (15)
- a) I am not interested
 - b) The rate of interest is higher than other credit card providers
 - c) I am in hurry
 - d) I will get back to you
- Give your marketing plan.

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