

**M.B.A. (GEN.) (2012 COURSE) / M.B.A. (IT) (2012 COURSE)
SEMESTER - II / M.B.A. (FM) SEMESTER - II (2013
COURSE)(CHOICE BASED CREDIT SYSTEM) : SUMMER -
2018**

SUBJECT: MARKETING MANAGEMENT

Day : **Tuesday**
Date : **24/04/2018**

S-2018-1864

Time: **02.00 PM TO 05.00 PM**
Max Marks: 100

N.B

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

SECTION - I

- Q.1** What is Marketing? Distinguish between Marketing and Selling with a suitable examples. (15)
- Q.2** What is Market segmentation? Explain its bases with reference to consumer market and industrial market. (15)
- Q.3** What is MIS? Explain in detail the role of Marketing research in MIS. (15)
- Q.4** What is Marketing planning? Explain in detail its process with a suitable example. (15)
- Q.5** What is Marketing Control? Explain the role of Marketing Audit in Marketing control. (15)
- Q.6** Write short notes on **ANY THREE** of the following: (15)
- a) Approaches to the Study of Marketing
 - b) Product Positioning Strategies
 - c) Components of a Marketing Plan
 - d) BCG Matrix and Ansoff Matrix
 - e) Marketing Mix

SECTION - II

- Q.7** 'Paryatan' a tour and travel agency in India has decided to study the Customer preferences for its services. Design a questionnaire for the survey of its Customer preferences. (20)
- Q.8** An International civil aviation company is wishing to increase the sales of its services, design a promotion strategy for the company. (20)
- Q.9** 'Rough and Tough' a jeans manufacturing company was doing its business in India very well up to 2012. Since last five years Company is facing the problem of decreasing trend of sales. How you will do the Market Research to solve the problem of the Company. (20)

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