

**M.B.A. SEM-II / M.B.A.(HR) SEM-II (2016 COURSE) CBCS :  
SUMMER - 2018**

**SUBJECT: MARKETING MANAGEMENT**

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

**S-2018-1810**

Time: **02.00 PM TO 05.00 PM**  
Max Marks. 60

**N.B.**

- 1) Attempt any **THREE** questions from Section – I. Each sections carries **10** marks.
- 2) Attempt any **TWO** questions from Section – II. Each sections carries **15** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer book.

**SECTION - I**

- Q.1** Explain the importance of the marketing from the perspective of the airline industry. **(10)**
- Q.2** How might washing machines market be segmented? Suggest positioning strategies for washing machine market. **(10)**
- Q.3** How does marketing of goods differ for marketing of services? Suggest service mix for Business school of national repute. **(10)**
- Q.4** What are channels of distribution? Suggest distribution channels for each of the following with justification. **(10)**  
i) Branded vegetables  
ii) Plasma TV
- Q.5** Write short notes any **TWO** of the following **(10)**  
a) Product life cycle (PLC)  
b) e – marketing  
c) Marketing Audit  
d) Customer Delight

**SECTION - II**

- Q.6** How will you carry out market survey to study online shopping habits of youth in metro city **(15)**
- Q.7** You are appointed as a marketing manager of Patanjali Ayurveda. Design an effective marketing mix with assumptions if any. **(15)**
- Q.8** “Marketing plan is the key to industrial prosperity”. What might be the effective marketing plan framed by Parle Agro for successful launch of its bottled mineral water “Bisleri” in India? **(15)**

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