

**M.B.A. (HR) SEMESTER - II (2012 COURSE)(CHOICE BASED
CREDIT SYSTEM) : SUMMER - 2018
SUBJECT: MARKETING MANAGEMENT**

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

S-2018-1947

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

N.B.:

- 1) Attempt any **FOUR** questions from 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 **SAME** answer book.

SECTION-I

- Q.1** Define and explain the meaning of ‘Marketing’ concept giving examples. (15)
- Q.2** What do you understand by channels for distribution? How they are selected? (15)
- Q.3** What marketing strategies you would formulate in different stages of PLC? Give examples. (15)
- Q.4** What is product-mix? What are its advantages to a Marketer? (15)
- Q.5** Write short notes on any **TWO**: (15)
- a) Green marketing
 - b) Consumer delight and consumer surprise
 - c) Market segmentation and product positioning

SECTION-II

- Q.6** As a Marketing Manager of House –hold items manufacturing company, design a product sales promotion program for its newly developed energy saving light bulbs. (20)
- Q.7** Suggest distribution channels for: (20)
- i) Digital Watches
 - ii) Leather goods
- Q.8** Formulate marketing strategy for supplying text books and writing notebooks plus stationary materials to the primary and secondary high schools in your city. State your assumptions. (20)

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