

S.D.E.

M.C.A. SEM - IV : SUMMER - 2018

SUBJECT: ELECTIVE 1: MARKETING MANAGEMENT

Day: **Thursday**
Date: **07/06/2018**

S-2018-4626

Time: **02.00 P.M. TO 05.00 P.M.**
Max. Marks: 80

N.B.:

- 1) Attempt any **THREE** questions from section –I and any **TWO** questions from Section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the section should be written in **SEPARATE** answer book.

SECTION-I

- Q.1** What is “Modern concept” of marketing? Why is it so called? Illustrate your answer. (16)
- Q.2** Frame an effective “STP” plan for B-school of national repute, with assumptions if any. (16)
- Q.3** What is product life cycle? Examine the relevance of “Promotion Mix” as a product say “Desktop” turning towards declining stage of its life cycle. (16)
- Q.4** “Consumerism is the shame of modern marketing”. Do you agree? Justify. (16)
- Q.5** Write shot notes on any **TWO** of the following: (16)
- a) Virtual Marketing
 - b) Brand Positioning
 - c) Penetration Pricing
 - d) Sales Promotion

SECTION-II

- Q.6** What is Marketing Research Process? How will apply its various stages before launch of pen-drive in an international market? (16)
- Q.7** What is Marketing Audit? How will you conduct marketing audit on behalf of an Indian MNC marketing portable washing machine in Global market. Explain in detail with assumptions if any. (16)
- Q.8** Design “Marketing Mix” strategy for success full launch of each of the following: (16)
- i) Office furniture
 - ii) Branded Jewelry

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