

**S.D.E.**

**M.B.A. (IT) SEM – III (2010 COURSE) (3 YEAR COURSE) :**

**SUMMER - 2018**

**SUBJECT : MARKETING MANAGEMENT & RESEARCH**

Day : **Tuesday**  
Date : **05/06/2018**

**S-2018-4545**

Time **10.00 A.M. TO 1.00 P.M.**  
Max. Marks : 70

**N.B.**

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section – II
- 2) Answers to both the sections should be written in the **SEPARATE** answer books.

**SECTION – I**

- Q.1** Outline the changing role marketing manager of an IT company of your choice. **(10)**
- Q.2** Explain the special features of: **(10)**  
i) Government market  
ii) Industrial market
- Q.3** “Consumerism is the result of failure of modern marketing”. Justify this statement. **(10)**
- Q.4** What is Marketing Mix? Develop an effective ‘Marketing Mix’ for on- line educational services, with assumptions if any. **(10)**
- Q.5** Write short notes on any **TWO**: **(10)**  
a) Consumer delight  
b) Marketing audit  
c) Marketing research process

**SECTION – II**

- Q.6** Draft a market feasibility report to start B-school at a hill station of your choice. **(15)**
- Q.7** How might each of the following market be segmented? Justify your answer. **(15)**  
i) Washing machine  
ii) PC  
iii) Life insurance
- Q.8** Design a questionnaire to study market potential for cyber café in semi-urban market of your choice. **(15)**

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