

**S.D.E.**

**M.B.A. (I.T.) SEM-III (2013 COURSE) : SUMMER - 2018**

**SUBJECT: MARKETING MANAGEMENT & RESEARCH**

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

**S-2018-4525**

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) Questions from Section-I carry **10** marks each and questions from Section-II carry **15** marks.
- 3) Both the sections should be written in the **SAPERATE** answer book.

**SECTION-I**

- Q.1** 'Today every company just does not have to keep its customer happy, it goes all out to delight its customs'. Discuss.
- Q.2** Explain in detail the process of new product development.
- Q.3** 'As a product moves from one stage of its product life cycle to another stage, strategies for marketing change.' Discuss.
- Q.4** Explain in detail the marketing research process.
- Q.5** Short notes (**ANY TWO**)
- a) Marketing audits
  - b) Sampling techniques
  - c) Green marketing

**SECTION-II**

- Q.6** Design a structured questionnaire to collect the data of customers of a fast food joint, so as to what they feel about the quality of food and services offered by your fast food joint.
- Q.7** Your company is India's biggest retail company, plans to get into the aviation business by launching its own airlines, which will be operating between A class & B class cities in India.  
Design a marketing mix for the launch of the airlines.
- Q.8** As an expert of marketing, you are expected to highlight various career options available in the marketing field.

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