

S.D.E.
M.B.A. SEM-II (2013 COURSE) : SUMMER - 2018
SUBJECT: MARKETING MANAGEMENT

Day: **Tuesday**
Date: **12/06/2018**

S-2018-4381

Time: **02.00 PM TO 05.00 PM**
Max. Marks: 70

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 sections should be written in the **SEPARATE** answer books.
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SECTION-I

- Q.1** What are the characteristics of Modern Marketing? Explain the approaches under the study of marketing. (14)
- Q.2** Marketing Information System is backbone of Marketing. Explain its significance with current trends in marketing. (14)
- Q.3** What is Marketing Control? Explain the important Components of Marketing Audit? (14)
- Q.4** What is the difference between Strategic Marketing Vs Marketing Strategy? Explain the strategy formulation process. (14)
- Q.5** Write short notes on any **TWO** of the following: (14)
- a) BCG matrix
 - b) Competitive Marketing
 - c) Ansoff Matrix
 - d) Promotion Mix

SECTION - II

- Q.6** Prepare a Marketing Strategy for a Company Manufacturing Fast Moving Consumer Durable Products in India. (14)
- Q.7** As a marketing consultant, prepare a Positioning strategy for a new Soap to be introduced in the Indian market. Critically evaluate the current positions of other competing brands in the category. (14)
- Q.8** Marketing Mix elements are the Powerful Weapons in the hands of marketers. Critically evaluate the marketing mix elements of any company of your choice? Suggest the Marketing Mix Modification Action Plan. (14)

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