

**S.D.E.**

**B.C.A. (2004 COURSE SEM- IV : SUMMER - 2018**

**SUBJECT : MARKETING MANAGEMENT**

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

Time : **10.00 AM TO 1.00 PM**  
Max. Marks : 80

**S-2018-4359**

**N. B. :**

- 1) Attempt **ANY FIVE** 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.

**SECTION - I**

- Q. 1** What is the modern concept of Marketing? Explain how it is useful in present marketing situation. **(10)**
- Q. 2** Define and distinguish between marketing and selling with a suitable example. **(10)**
- Q. 3** What is Market Segmentation? How bases of Market Segmentation are useful in customer targeting. **(10)**
- Q. 4** What is Branding? Explain the significance of Brand Equity. **(10)**
- Q. 5** Elaborate the process of Marketing Research and explain its Applications. **(10)**
- Q. 6** What is Marketing Plan? Describe in detail its components. **(10)**
- Q. 7** Write short notes on **ANY TWO** of the following: **(10)**
- a) Packaging
  - b) Marketing Control
  - c) Product Mix
  - d) Marketing Strategy

**SECTION - II**

- Q. 8** A soap manufacturing company has recently entered into a technical collaboration with an American concern and produced some new varieties of soaps for gents. Explain how you will do the branding for new soaps. **(15)**
- Q. 9** Design a Marketing mix for AIR INDIA, an international civil aviation corporation for its overall growth and development in global market. **(15)**
- Q.10** Design a Promotional strategy for increasing the sales of Star Bazar, a chain of departmental stores in Indian Market. **(15)**

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