

**S.D.E.**  
**M.C.A. Sem - IV : WINTER - 2018**  
**SUBJECT: ELECTIVE 1: MARKETING MANAGEMENT**

Day: Saturday  
Date: 08/12/2018

**W-2018-4814**

Time: 02.00 PM TO 05.00 PM  
Max. Marks: 80

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**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.
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**SECTION-I**

- Q.1** “Any Business need two basic tasks”. ‘Innovation’ and ‘Marketing’ Justify (16)  
with reference to IT company of your choice.
- Q.2** What is ‘Marketing Research’? How will you carry out market potential study (16)  
for a new brand of tablet PC recently launched in India?
- Q.3** Design an effective ‘Marketing Mix’ for software consultancy organization (16)  
providing multifaceted services to a leading Indian MNC of your choice.
- Q.4** You want to launch a new product. What are the steps would you like to follow? (16)  
Illustrate your views.
- Q.5** Write shot notes on any **TWO** of the following: (16)
- a) Digital Marketing
  - b) Consumerism
  - c) Buying Motives
  - d) Marketing control process

**SECTION-II**

- Q.6** Design an effective Marketing plan for BSNL providing Broad band services (16)  
on all India basis.
- Q.7** What is ‘STP’? Design ‘STP’ plan for: (16)
- i) Consumer durable
  - ii) Industrial goods
- Q.8** What is might be the marketing strategy adopted by ‘JiO cellular phone (16)  
services in India? Explain fully with assumptions if any.

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