

S.D.E.
M.B.A. (I.T.) Sem-III (2013 Course) : WINTER - 2018
SUBJECT : MARKETING MANAGEMENT AND RESERCH

Day : Friday
Date : 07/12/2018

W-2018-4694

Time : 10.00 AM TO 1.00 PM
Max. Marks : 70

N. B.

- 1) Attempt **ANY THREE** questions from Section –I. and attempt **ANY TWO** questions from Section –II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answer to both the sections should be written in **SEPARATE** answer book.
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SECTION - I

- Q. 1** 'As a product moves from one stage of its life cycle to another, strategies also change'. Discuss. **(14)**
- Q. 2** Explain what do you understand by the term positioning and segmentation. **(14)**
- Q. 3** 'Now days its not enough to satisfy a customer, marketers go all out to delight the customers'. Discuss. **(14)**
- Q. 4** Explain in detail the entire marketing research process. **(14)**
- Q. 5** Write short notes on **ANY TWO** of the following: **(14)**
- a) Green marketing and its advantages
 - b) Survey method
 - c) Marketing audit

SECTION - II

- Q. 6** As a manager of a fast food joint you would like to know about the feed back of customers about the quality of your service. Design a structured questionnaire for the same. **(14)**
- Q. 7** You have been appointed as a financial consultant of a retail chain, you are expected to highlight the comparative features of various methods of pricing, that, this company may choose from. **(14)**
- Q. 8** As an expert of the marketing industry you are expected to draw up the duties and responsibilities of the all the personnel who are likely to come under the marketing department. **(14)**

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