

**S.D.E.**  
**B.C.A. (2004 Course Sem- IV : WINTER - 2018**  
**SUBJECT: MARKETING MANAGEMENT**

Day : Saturday  
Date : 08/12/2018

**W-2018-4521**

Time : 10.00 AM TO 1.00 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) Answers to both the sections should be written in **SEPARATE** answer book.
  - 3) Figures to the right indicate **FULL** marks.
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**SECTION - I**

- Q.1** What is meant by the term Marketing? Elaborate on modern concepts of marketing by citing suitable examples. (16)
- Q.2** What is segmentation? Explain its advantages in formulating marketing mix. (16)
- Q.3** Draw and explain marketing research process in details. (16)
- Q.4** "Customer Relationship Management (CRM) is a must in present marketing environment" Comment. (16)
- Q.5** Write short note on any **TWO** of the following : (16)
- a) Branding strategies
  - b) Packaging
  - c) Limitations of marketing plan
  - d) Consumer delight

**SECTION - II**

- Q.6** Design a questionnaire to find out customer satisfaction for a travel and tourism company. (16)
- Q.7** What should be marketing mix for the following? (16)
- i) High valued 4 wheeler automobile in urban area
  - ii) Smart TV in rural area
- Q.8** What could be the sales promotional objectives for the following? (16)
- i) a holiday resort in monsoon season
  - ii) a newly launched mobile handset

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