

**S.D.E.**

**M.B.A. (E) SEM-I (2 Year Course) : WINTER - 2018**

**SUBJECT : MARKETING MANAGEMENT**

Day : Saturday  
Date : 01/12/2018

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

**W-2018-4737**

**N.B.:**

- 1) Attempt any **FOUR** questions from SECTION I & any **TWO** questions from SECTION II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answer to both the sections should be written in the **SAME** Answer Book.

**SECTION - I**

- Q.1** Describe the characteristics of effective Marketing Management used by a customer centric organization? (10)
- Q.2** Explain how the competitive environment influences companies to modify their marketing mix. (10)
- Q.3** Describe in details the important stages in the marketing research process. (10)
- Q.4** Explain the three basic methods used by companies to enhance their Customer Relationship Management. (10)
- Q.5** Describe the personal selling skills & also the responsibilities of salesmen working for progressive F.M.C.G. company like Procter & Gamble (10)
- Q.6** Write short note on any **TWO** of the following; (10)
- a) Bases used for segmentation
  - b) Importance of positioning
  - c) Pricing strategies
  - d) Types of Retail- formats.

**SECTION - II**

- Q.7** A nationally famous insurance company wants to significantly improve their revenues from Mediclaim Insurance Division. Explain the importance of personal selling for achieving this modified strategy. (15)
- Q.8** A very popular nationally operating FMCG company like Daber wants to launch latest variety of HAIR-OIL for minimizing the problem of daily loss of hair reported by young ladies. Explain in details the three different methods essential for this company for sales promotion meant for:- salesmen; customers & retailers. (15)
- Q.9** A Pune- based catering services provider wants to expand their network for marketing snacks. Justify how positioning & marketing strategies can be used to increase demand for such daily need of snacks. (15)

\* \* \* \* \*