

**S.D.E.**  
**M.B.A. Sem-II (2013 Course) : WINTER - 2018**  
**SUBJECT : MARKETING MANAGEMENT**

Day : Wednesday  
Date : 28/11/2018

Time : 02.00 PM TO 05.00 PM  
Max. Marks : 70

**W-2018-4550**

**N. B. :**

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

**SECTION - I**

- Q. 1** What are the modern trends of marketing in the new millennium? How do they challenge to the Marketing Manager. (10)
- Q. 2** What is the concept of Market Segmentation? State and explain on which bases market can be segmented. (10)
- Q. 3** Explain giving suitable examples the importance of marketing information system. (10)
- Q. 4** What is Marketing Mix? State and explain 7 Ps of marketing mix. (10)
- Q. 5** Write short notes on **ANY TWO** of the following: (10)
- a) BCG Matrix
  - b) Strategic Marketing v/s Marketing Strategies
  - c) Market Positioning
  - d) Marketing V/s Selling

**SECTION - II**

- Q. 6** A car manufacturer wants to develop a benefit segmentation of the car market. Suggest sources of major benefit segments relating them with the demographic variables and suggest suitable model. (15)
- Q. 7** Develop marketing information system for marketer (15)
- a) Software Consultancy firm
  - b) Soft drink
- Q. 8** 'XYZ Pvt. Ltd.' Company manufacturing a detergent powder appointed you as a Manager marketing to develop U.S.P. strategies for their products. What kind of U.S.P. strategies you will develop? (15)

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