

M.B.A. (GEN.) (2012 COURSE) / M.B.A. (IT) (2012 COURSE)
M.B.A. (FM) SEMESTER - II (2013 COURSE)(CHOICE BASED
CREDIT SYSTEM) : WINTER - 2017
SUBJECT: MARKETING MANAGEMENT

Day : Thursday
Date : 09/11/2017

Time: 02.00 PM TO 05.00 PM
Max Marks: 100

W-2017-1748

N.B

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

SECTION - I

- Q.1** What is e-marketing? Explain in detail various tools of e-marketing. (15)
- Q.2** What is CRM? Explain in detail the role of CRM in modern marketing with a suitable example. (15)
- Q.3** What is Promotions Mix? Explain in detail its elements with suitable examples. (15)
- Q.4** What is Marketing Strategy? Explain in detail competitive Marketing strategies. (15)
- Q.5** What is Marketing plan? Explain with suitable example components of a Marketing plan. (15)
- Q.6** Write short notes on **ANY THREE** of the following: (15)
- a) Marketing Mix
 - b) Marketing and Selling
 - c) Marketing Audit
 - d) Marketing Research
 - e) Bases of Segmentation

SECTION - II

- Q.7** ‘Micromax’ a hand set manufacturing company is recently facing the problem of decreasing sales of its products. How you will do the Market Research to solve the problem of the company. (20)
- Q.8** Toyato has introduced a new car with all advanced features in Indian market. Design a promotional Strategy for the product of the Company. (20)
- Q.9** ‘Pashudhan’ a cattle food manufacturing company is facing the problem of decreasing sale of its products since last three years. Design a questionnaire to know about the customers preferences for the cattle food. (20)

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