

**M.B.A. (HR) SEMESTER - II (2012 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-2017-1831

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 is Marketing? What are the challenges before the manager marketing in modern marketing trends? **(15)**
- Q. 2** Define Market Segmentation? State and explain scope and importance of segmentation in marketing process. **(15)**
- Q. 3** Explain in detail the importance of Marketing Information System in Marketing Research. **(15)**
- Q. 4** What is Marketing Mix? Explain each elements of Marketing Mix. **(15)**
- Q. 5** Write short notes on **ANY TWO** of the following: **(15)**
- a) Marketing v/s Selling
 - b) BCG Matrix
 - c) Product Positioning
 - d) U.S.P. Strategies

SECTION - II

- Q. 6** Develop a Marketing Plan for a company produces washing machine across the world. **(20)**
- Q. 7** Develop value addition plans to improve sales volume of smart phone produced by XYZ Co. Ltd. **(20)**
- Q. 8** Develop Marketing Mix plan for a product of your choice. State your assumptions clearly. **(20)**

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