

**M.B.A. SEM-II / M.B.A.(HR) SEM-II (2016 COURSE) CBCS :**

**WINTER - 2017**

**SUBJECT: MARKETING MANAGEMENT**

Day: **Thursday**  
Date: **09/11/2017**

Time: **02.00 PM TO 05.00 PM**  
Max Marks. **60**

**W-2017-1713**

**N.B.**

- 1) Attempt any **THREE** questions from Section – **I**. Each sections carries **10** marks.
- 2) Attempt any **TWO** questions from Section – **II**. Each sections carries **15** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer book.

**SECTION - I**

- Q.1** Explain the various stages in the evolution of marketing with suitable examples. (10)
- Q.2** What is promotion mix? State elements of promotion mix suitable for small/family car market. (10)
- Q.3** How can you segment market for following products? (10)
- i) Wrist watch
  - ii) Coffee shop
- Q.4** Explain marketing research process suitable for successful launch of fast food restaurant in international market. (10)
- Q.5** Write short notes any **TWO** of the following (10)
- a) Penetration Pricing
  - b) Factors influencing consumer behavior
  - c) Relationship marketing
  - d) Product Life Cycle (PLC)

**SECTION - II**

- Q.6** Design a marketing mix for a Five Star hotel. (15)
- Q.7** How will you conduct PEST analysis and SWOT analysis of two competitive brands of soft drink in India? (15)
- Q.8** You want to carry out online shopping of a new brand of laptop. How will you proceed? Justify your action plan. (15)