

S.D.E.

M.C.A. SEM - IV : WINTER - 2017
SUBJECT: ELECTIVE 1: MARKETING MANAGEMENT

Day: **Saturday**
Date: **23/12/2017**

W-2017-4435

Time: **02.00 P.M. TO 05.00 P.M.**
Max. Marks: 80

N.B.:

- 1) Attempt any **THREE** questions from section –I and any **TWO** questions from Section –II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the section should be written in **SEPARATE** answer book.
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SECTION-I

- Q.1** “Business is strategic Marketing”. Do you agree? Justify with suitable examples. (16)
- Q.2** What is Marketing strategy? What are the controllable and uncontrollable factors influencing marketing strategy of a company marketing Electronic Goods in India? (16)
- Q.3** “Marketing Research is the essence of modern marketing”. Comment on this statement with suitable examples. (16)
- Q.4** Suggest the criteria for selecting effective market segmentation plan for: (16)
i) Laptop ii) Breakfast Cereals
- Q.5** Write shot notes on any **TWO** of the following: (16)
a) Consumer Delight
b) Components of Marketing Plan
c) Online Marketing
d) Industrial Goods

SECTION-II

- Q.6** Explain the changing role of Marketing Manager of a company marketing Internet Services to their industrial clients. (16)
- Q.7** You want to launch a brand of a tablet PC in India. How will you proceed? Justify your views. (16)
- Q.8** Design an effective “Marketing Mix” for marketers of: (16)
i) Fruit Juices ii) Digital Camera

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