

S.D.E.

M.B.A. (IT) SEM – III (2010 COURSE) (3 YEAR COURSE) :
WINTER - 2017

SUBJECT: MARKETING MANAGEMENT AND RESEARCH

Day: **Thursday**
Date: **21/12/2017**

W-2017-4354

Time: **10.00 A.M. TO 1.00 P.M.**
Max Marks: 70

N.B:

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

SECTION-I

- Q.1** How does industrial market differ from consumer market? Explain it with suitable examples. (14)
- Q.2** “Product life cycle stages influence the marketing mix decision making.” Do you agree? Justify your answer with relevant examples. (14)
- Q.3** Write a detailed note on Consumerism in India. (14)
- Q.4** What is meant by product positioning? Explain with suitable examples the ways / strategies for positioning a product. (14)
- Q.5** Write short notes on any **TWO** of the following: (14)
- a) Marketing control
 - b) New product development
 - c) Green Marketing
 - d) Types of market

SECTION-II

- Q.6** Design a questionnaire for a reputed smart phone service center located in your city. The said service center wants the same for taking customer feedback so as to improve their services. State your assumptions clearly. (14)
- Q.7** A leading American fast food chain specialized in sandwich and coffee wishes to enter the Indian market. The fast food chain has appointed you as a Market Consultant and want you to scan the market environment in terms of competition and identify business opportunities for them. Which products and firms would you consider as its competitors? Justify your answer. (14)
- Q.8** Suggest a suitable distribution system for the following products; (14)
- a) LED bulbs and tubes
 - b) Pizza /burger

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