

S.D.E.

M.B.A. (I.T.) SEM-III (2013 COURSE) : WINTER - 2017

SUBJECT: MARKETING MANAGEMENT & RESEARCH

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

W-2017-4334

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

N.B:

- 1) Attempt **ANY FOUR** questions from Section-I and **ANY TWO** questions From Section-II.
- 2) Questions from Section-I carry **10** marks each and questions from Section-II carry **15** marks.
- 3) Both the sections should be written in the **SAPERATE** answer book.

SECTION-I

- Q.1** Explain in detail the marketing research process.
- Q.2** 'In the last few yours we have witnessed a sudden rise of e-marketing with sites like Amazon, Flipkart, Myntra, ebay, challenging the existence of the retail shops'. Discuss.
- Q.3** Explain in detail various concepts of marketing.
- Q.4** Explain in detail components of a marketing strategy and steps in formulation of a strategy.
- Q.5** Short notes (**ANY TWO**)
- a) Hi-tech marketing
 - b) Sampling techniques
 - c) Emerging trends in marketing

SECTION-II

- Q.6** As a marketing manager of a company explore various pricing methods available to your company.
- Q.7** You have noticed a drastic drop of customers in your fast food outlet in the last two months. You decide that you will investigate and get details of what the problem can be.
Design a structured questionnaire for the same.
- Q.8** Design a marketing mix for the launch of a high end smart phone to be launched by Samsung keeping in mind the needs of the travelling business people.

* * * *