

S.D.E.

M.B.A. (E) SEM-I (2 YEAR COURSE) : WINTER - 2017

SUBJECT: MARKETING MANAGEMENT

Day: **Friday**  
Date: **15/12/2017**

Time: **10.00 A.M. TO 01.00 P.M**  
Max. Marks: 70

**W-2017-4370**

**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 sections should be written in **SEPARATE** answer book.

**SECTION-I**

- Q.1** Explain the need and the importance of a Marketing Information System. (14)
- Q.2** 'The buying process changes from individual to individual, due to many factor having influence on the buying decision process.' Discuss. (14)
- Q.3** Explain each of the following segmentation targeting and positioning. (14)
- Q.4** Discuss the importance of distribution and explain various types of distribution channels. (14)
- Q.5** Write short notes on any **TWO** of the following: (14)
- a) Brand equity
  - b) Price Wars
  - c) Mass Marketing

**SECTION-II**

- Q.6** As a sales manager of a retail company you find out that you have a lot of excess stock of summer clothing and with monsoon fast approaching you are expected to dispose of stock at the earliest. Design a sales promotion plan to dispose of excess of stock at your end. (14)
- Q.7** As an expert of the marketing industry you are expected to highlight various options of pricing available to your company. (14)
- Q.8** Your company is pharmaceuticals company manufacturing especially lifesaving drugs. Design a channel of distribution so as that the medicine reaches the consumer the fastest. (14)

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