

S.D.E.

**M.B.A. SEM-I (2010 COURSE)(3 YEAR COURSE) : WINTER  
- 2017**

**SUBJECT: MARKETING MANAGEMENT**

Day: **Saturday**  
Date: **16/12/2017**

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

**W-2017-4257**

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**N.B.**

- 1) Attempt **ANY FOUR** questions from section-I and **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.
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**SECTION-I**

- Q.1** What is marketing strategy? Explain in detail competitive marketing strategies. **(10)**
- Q.2** What is promotion mix? Explain in detail its element with suitable example. **(10)**
- Q.3** What is marketing control? Explain in detail the role of marketing audit in marketing control. **(10)**
- Q.4** What is marketing research? Describe in detail its process with a suitable example. **(10)**
- Q.5** What is product life cycle? Explain in detail the marketing strategies for its each stage. **(10)**
- Q.6** Write note on **ANY TWO** of the following: **(10)**
- a) Green marketing
  - b) Market segmentation
  - c) Marketing ethics
  - d) Sampling techniques

**SECTION-II**

- Q.7** Design a Marketing mix for McDonald's chain of restaurants in India. State your assumptions clearly. **(15)**
- Q.8** A mobile handset manufacturing company in India has decided to study the consumer preferences for its mobile phones. Design a questionnaire for the survey of consumer preferences. **(15)**
- Q.9** Denim, a jeans manufacturing company was doing its business in India very well up to 2012. Since last 5 years the sales of the company are decreasing. Explain how you will initiate a market research to explain the customers' expectations as well as the dealer' satisfaction about the company and its products. **(15)**

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