

S.D.E.

B.C.A. (2004 COURSE SEM- IV : WINTER - 2017

SUBJECT : MARKETING MANAGEMENT

Day : Tuesday  
Date : 26/12/2017

Time : 02.00 PM TO 05.00 PM  
Max. Marks : 80

**W-2017-4168**

**N. B. :**

- 1) Attempt **ANY FIVE** 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 **SAME** answer book.

**SECTION - I**

- Q. 1** What is Marketing? Distinguish between Marketing and Selling. (10)
- Q. 2** What is Market Segmentation? Explain in detail the bases of Market Segmentation. (10)
- Q. 3** What is Marketing Strategy? Explain in detail the process of formulation of Marketing Strategy. (10)
- Q. 4** What is Product Mix? Explain in detail product related strategies. (10)
- Q. 5** What is Marketing Research? Explain in detail its process. (10)
- Q. 6** What is CRM? Explain in detail how it is useful in Modern Marketing. (10)
- Q. 7** Write short notes on **ANY TWO** of the following: (10)
- a) Marketing Plan
  - b) Branding
  - c) Marketing control
  - d) IT Market

**SECTION - II**

- Q. 8** Honda Motors Ltd. is planning to launch a new model of car in Indian market. (15)  
As there are numerous car manufactures in India, the company wants to study the expectations of the Indian customers with respect to cars.  
Design a questionnaire to study the Customer preferences of the Indian customers.
- Q. 9** Kisan Fertilizers Ltd. is facing the problem of decreasing sales of its products (15)  
in some of the states in India. Explain how you will do the Marketing research to solve the problem.
- Q.10** Tulip Motels Ltd. is a chain of motels at various tourist centres in different (15)  
states of India. In spite of all amenities there is less customers' response so far. Design a Promotion strategy for Tulip Motels Ltd.

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