

S.D.E.
M.B.A. SEM-II (2013 COURSE) : WINTER - 2017
SUBJECT : MARKETING MANAGEMENT

Day : Tuesday
Date : 12/12/2017

Time : 02.00 PM TO 05.00 PM
Max. Marks : 70

W-2017-4190

N. B. :

- 1) Attempt **ANY FOUR** questions from Section – I and attempt **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 books.

SECTION - I

- Q. 1** What are the characteristics of modern market trends? (10)
- Q. 2** Explain Segmentation, Market Targeting and Positioning (STP) giving relevant examples. (10)
- Q. 3** Describe Marketing Research Process and Report writing. (10)
- Q. 4** Highlight the importance of 7 Ps of marketing in present day's marketing with the help of examples. (10)
- Q. 5** Write short notes on **ANY TWO** of the following: (10)
- a) Price mix – concept and skimming V/s penetration pricing
 - b) Market segmentation
 - c) Marketing information system
 - d) U.S.P. strategies

SECTION - II

- Q. 6** Write a detailed note on 'Bases with reference to Consumer Market v/s Industrial Market giving appropriate examples. (15)
- Q. 7** Prepare a Marketing Plan for selling 100 % Cotton King Garments. (15)
- Q. 8** Write a detailed note on market segmentation for manufacturing and service sector. State your assumptions clearly and give examples. (15)

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