

CDOE
MASTER OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
M.B.A. Sem - II : WINTER :- 2021
SUBJECT: MARKETING MANAGEMENT

Day : Monday
Date 7/2/2022

W-19052-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 70

N.B.

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Figures to the **RIGHT** indicate **FULL** marks.
- 3) Answer to both the sections should be written in **SAME** answer book.

SECTION – I

- Q.1** State and explain in detail various approaches to marketing. **(10)**
- Q.2** Explain the concept of product differentiation. Discuss various ways to differentiate the product. **(10)**
- Q.3** Explain in brief the concept of Product Life Cycle (PLC). Describe various stages of PLC. **(10)**
- Q.4** Write a detailed note on contents of marketing plan. **(10)**
- Q.5** Explain how marketing mix changes across product life cycle and what a brand manager should do to make the product live for a longer period of time. **(10)**
- Q.6** Write short note on **ANY TWO** : **(10)**
- i) Marketing Vs Selling
 - ii) Marketing Myopia
 - iii) Types of Marketing research

SECTION – II

- Q.7** How will you segment the market for the following products? **(15)**
- i) Car
 - ii) Herbal toothpaste
 - iii) Tractor
- Q.8** A leading consumer company wishes to launch a Fruit juice for urban markets. There are already some FMCG companies and local unorganised small firms selling the fruit juices to the same market. Assume that you are the product manager of this firm. How will you launch the Fruit juice? **(15)**
- Q.9** How will you distribute following products? Give various intermediaries involved for the distribution. **(15)**
- i) Motor bike for rural market
 - ii) Organic fruits and vegetables for urban market
 - iii) Smartphones for national market
