

CDOE
MASTER OF BUSINESS ADMINISTRATION (EXECUTIVE) (CBCS-2020 COURSE)
M.B.A. (E) SEM - II : WINTER :- 2021
SUBJECT: MARKETING MANAGEMENT

Day : Monday
Date 7/2/2022

W-23309-2021

Time : 02:00 PM-04:00 PM
Max. Marks: 50

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 the **SAME** answer book.

SECTION-I

- Q.1** Why is it necessary for a marketer to study consumer's behaviour? Illustrate (10)
by citing suitable examples.
- Q.2** Explain, how does positioning and differentiation differ from each other? Give (10)
suitable examples.
- Q.3** What are the different pricing strategies a marketer can use for determining the (10)
price of a product? Give examples.
- Q.4** Write a detail note on new product development. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Marketing environment
 - b) Consumer buying decision making process
 - c) Channel conflicts
 - d) Public relations

SECTION-II

- Q.6** What is meant by segmentation targeting and positioning? Critically comment (10)
on the STP of Maruti Suzuki.
- Q.7** Suggest a suitable distribution system for a company that deals in solar water (10)
heaters. State your assumptions clearly.
- Q.8** As a Sales representative of renowned automobile brand, how will you deal (10)
with the following objections?
- i) The price quoted is too high.
 - ii) I am happy with my exciting Vehicle.

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