

CDOE
BACHELOR OF COMPUTER APPLICATIONS
B.C.A. Sem-IV : WINTER :- 2021
SUBJECT: MARKETING MANAGEMENT

Day : Friday
Date 18-02-2022

W-5336-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 80

N. B. :

- 1) Attempt any **THREE** 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.

SECTION - I

- Q.1** What is meant by segmentation and targeting? Discuss in detail the bases for segmenting a market. (16)
- Q.2** Write an illustrative note on packaging strategies. (16)
- Q.3** What are the elements of promotion mix? Discuss the need and importance of advertising and sales promotion on the current business scenario. (16)
- Q.4** Discuss in detail the pricing strategies a marketer can use to further the organizational interests. Give example. (16)
- Q.5** Write short note on any **TWO** of the following : (16)
- a) Marketing control
 - b) Product mix
 - c) Hi tech marketing
 - d) Marketing Vs selling

SECTION - II

- Q.6** As a Marketing Manager of a leading cellular service firm, suggest suitable marketing strategies to compete with others in this fiercely competed market. (16)
- Q.7** Suggest a suitable Customer Relationship Management framework for a company dealing in fashion ware and accessories. State your assumptions clear. (16)
- Q.8** Design a questionnaire to find out customer satisfaction for a public transport service firm. (16)
