

CDOE
MASTER OF BUSINESS ADMINISTRATION (2013 COURSE)
M.B.A. Sem-II : WINTER :- 2021
SUBJECT: MARKETING MANAGEMENT

Day : Monday
Date 7/2/2022

W-9962-2021

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) Both Sections should be written in **SEPARATE** answer book.
-

SECTION - I

- Q.1** Define Marketing. Differentiate between marketing and selling. **(10)**
- Q.2** Explain the term Market Segmentation. Why should marketers consider segmentation as an important marketing decision? **(10)**
- Q.3** What do you mean by Market Research? Discuss various types of Research. **(10)**
- Q.4** Elaborate the concept BCG matrix in detail. **(10)**
- Q.5** Write short notes on any **TWO** of the following **(10)**
- a) Marketing Control
 - b) Characteristics of modern marketing
 - c) E- Marketing

SECTION - II

- Q.6** Company manufacturing Bath soap having dominant market share is facing competition in its all range. Suggest marketing strategy to cop up with competition. **(15)**
- Q.7** What are seven P's of marketing mix? Explain its components with suitable example. **(15)**
- Q.8** What would be suitable segmentation basis for the following and why? **(15)**
- a) Premium brand of face wash
 - b) Luxurious car proposed by Mahindra.

*

*

*