

**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)**

**M.B.A Sem-II : : SUMMER - 2022**

**SUBJECT : MARKETING MANAGEMENT**

Day : Monday  
Date : 23-05-2022

**S-22778-2022**

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** What is meant by Customer Delight? Discuss it in the light of current business scenario. (10)
- Q.2** What is meant by buying motive? Illustrate the types of buying motives by giving suitable examples. (10)
- Q.3** What is meant by product life cycle (PLC)? What strategies will you adopt when the product is in its decline stage of the product life cycle (PLC)? (10)
- Q.4** Explain the importance of Marketing Research for new product development? What type of data will be required for launching new product in market? (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Marketing Vs selling
  - b) Types of intermediaries
  - c) Marketing planning
  - d) Levels of product

**SECTION-II**

- Q.6** What are different bases used for segmenting a market? Explain, how will you segment an industrial market? (10)
- Q.7** A renowned public sector aviation brand is incurring losses since last couple of years due various reasons. As a Customer Care Executive, design a questionnaire for taking feedback of its customers. (10)
- Q.8** Design a suitable marketing plan for an app based learning solutions. State your assumptions clearly. (10)

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