Roll No.						Sub Code: RMB 106

Paper ID:7006

Printed pages:2

Master of Business Administration (SEM I) THEORY EXAMINATION 2017-18 Marketing Management

Time: 3 Hours

Total Marks: 70

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief.

- a. "Marketing concept goes beyond selling." Justify.
- b. Explain the concept of Marketing myopia.
- c. What is penetration pricing?
- d. Compare between consumer durables and FMCG.
- e. What are the features of a good segment?
- f. Why packaging is considered to be 5th 'P' of marketing?
- g. Explain Product Line decisions.

SECTION B

2. Attempt any *three* of the following:

- a. Discuss all the competitive advantages of Vertical Marketing System? What are the factors that could affect a distribution Channel?
- b. Define Brad Equity. What are the different levels of product? Discuss in brief the Line Extension decisions of RIL.
- c. Explain the various promotional strategies in detail. Make a brand positioning map of the various flavors of soaps manufactured by P&G.
- d. "Cost is an important factor in price determination but cost alone is not sufficient for determining the price."Give your views on this.
- e. Define sales promotion. What are its functions and methods? Is sales promotion more effective than advertising? Why or why not.

SECTION C

3. Attempt any *one* part of the following:

- (a) Discuss the latest marketing trends in Indian business and industry, and suggest measure to cope up with them.
- (b) "Everything matters in marketing." Justify this with reference to the Holistic Marketing.

4. Attempt any *one* part of the following:

(a) Design suitable criteria for segmenting the market for Automobile Company. What are the differences between segmentation and market targeting?

 $2 \ge 7 = 14$

7 x 3 = 21

7 x 1 = 7

 $7 \times 1 = 7$

(b) Elaborate all the steps of 'New Product Development' in detail.

5. Attempt any *one* part of the following:

- (a) What is product life cycle? Draw a neat graph of PLC. What marketing strategies are adopted in each distinct stage of P.L.C.?
- (b) Discuss the process for setting the price of a product. Explain different kinds of Pricing policies and strategies.

6. Attempt any *one* part of the following:

- (a) "You can eliminate middleman, but you cannot avoid the intermediaries' activity and services." Do you agree?
- (b) What are the main elements of Marketing Communication? What are the advantages and Disadvantages of personal selling?

7. Attempt any *one* part of the following:

$7 \ge 1 = 7$

- (a) Explain in detail the difference between Advertisement and Sales promotion. Which one is more useful?
- (b) Describe the concept of 'Global Marketing'. How can information technology affect the physical structure of an industry in global scenario?

7 x 1 = 7

7 x 1 = 7