

Subject : Marketing Management

Day : Thursday
Date : 12/06/2014



Time : 10.00 AM TO 1.00 PM
Max Marks : 80 Total Pages : 1

N. B. :

- 1) Attempt **ANY FIVE** questions from Section - I and attempt **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** How does 'marketing' differ from 'selling' in its scope and activity? Illustrate. (10)
- Q. 2** What is marketing research? How will you conduct market survey to study market potential for laptop in semi urban market? (10)
- Q. 3** Develop 'C. R. M.' strategies for software consultancy firm operating in India. (10)
- Q. 4** What is marketing control? Explain each of the following tools of marketing control - (10)
- i) Marketing Audit
 - ii) Budgetary control
- Q. 5** Frame market segmentation strategies for a new brand of consumer durables launched in Indian market. (10)
- Q. 6** What is marketing mix? Design marketing mix for IT company of your choice. (10)
- Q. 7** Write short note on the following: (10)
- a) Multi-brand Strategies
 - b) Components of Marketing Plan

SECTION - II

- Q. 8** Explain duties and responsibilities of marketing manager of a company manufacturing and marketing i-phone in India. (15)
- Q. 9** Design an effective market followers strategies for cyber cafe located in metro city. (15)
- Q.10** Suggest pricing strategies for marketers of (15)
- i) Furniture
 - ii) Soft drinks
 - iii) Cement

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