

Subject : Marketing Management

Day : Wednesday
Date : 08/06/2016



Time : 10.00 A.M. TO 01.00 P.M.
Max Marks : 70 Total Pages : 1

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) Answers to both sections should be written in the **SAME** answer book.
-

SECTION - I

- Q.1** What is Market Segmentation? How can a market be segmented? What is the advantage of market segmentation? (10)
- Q.2** Differentiate between Marketing Concept, Production Concept and Service Concept with the help of examples. (10)
- Q.3** Explain what is Customer Relationship Management? Does it help improving Relationship Marketing? Justify your answer. (10)
- Q.4** What are the stages in the Marketing Research Process? (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Product Replacement Strategies
 - b) Product Life Cycle
 - c) Factors Influencing Pricing Decisions
 - d) Price Wars

SECTION - II

- Q.6** You have observed that the output from your company's Sales Force Personnel is not satisfactory. What steps as a Manager of the company you will take so as to improve their performance and sales of your company? (15)
- Q.7** Design a Questionnaire to get customer satisfaction feedback of a five star hotel through which International Tours are organized. (15)
- Q.8** Formulate Retail Marketing Strategies for a ready made garment shop recently opened in your city. State your assumptions. It will increase weightage of the answer. (15)

* * * * *