

**Subject : BM Elective-I a) Marketing Management**

Day : Saturday  
Date : 11/06/2016



Time : 02.00 P.M. TO 05.00 P.M.  
Max Marks : 80 Total Pages : 1

**N.B.**

- 1) Attempt any **FIVE** questions from Section-I and any **TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the section should be written in **SAME** answer book.

**SECTION – I**

- Q.1** Explain the duties and responsibilities of a marketing manager of an 'IT company of your choice. (10)
- Q.2** What is Market Segment? How might each of following market be segmented- (10)  
i) Computer stationery  
ii) Office furniture  
Justify your answer.
- Q.3** Design an effective 'training' Programme for a 'Sales Representative' of an FMCG company of your choice. (10)
- Q.4** What do you mean by 'Channels of Distribution'? What factors influence your channel choice for – (10)  
i) Laptop  
ii) Ice-cream  
Justify your answer.
- Q.5** "Marketing Research is the essence of modern marketing". Justify with reference to 'IT' company of your choice. (10)
- Q.6** Examine the relevance of 'Price Mix' as a product passes through various stages of its Life Cycle. Illustrate your answer. (10)
- Q.7** Write notes on: (10)  
a) Brand positioning  
b) e-marketing

**SECTION – II**

- Q.8** How will you 'forecast sales' for each of the following in India- (15)  
i) Digital camera  
ii) Insurance policies  
iii) Inverter  
Justify your answer .
- Q.9** What might be the organization structure of a marketing department of a company manufacturing and marketing- (15)  
i) 4-stroke bike  
ii) Soft drinks  
Justify and comment on duties of sale representative of the same.
- Q.10** Suggest promotion mix strategies for marketers of each of the following- (15)  
i) Star hotel  
ii) Pen drive

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