

Subject : BM Elective-I a) Marketing Management

Day : Friday
Date : 16/12/2016



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

N.B.:

- 1) Solve any **FIVE** questions from Section-I and any **TWO** questions from Section-II.
 - 2) Figures to the **RIGHT** indicate full marks.
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SECTION-I

- Q.1** Explain the “concept of the evolution of marketing with reference to Indian context.” Discuss the marketing process in brief. (10)
- Q.2** Discuss the factors influencing buying Behaviour in the marketing of smart phones. (10)
- Q.3** Highlight the importance of marketing research. Discuss the steps in marketing research. (10)
- Q.4** What is marketing mix? Develop an effective marketing mix for ‘wine’ in Maharashtra. (10)
- Q.5** Explain the concept STP. Discuss the various basis used for segmentation. (10)
- Q.6** Discuss the various techniques used for managing the diverse sales force. (10)
- Q.7** Write short notes on any **TWO** of the following: (10)
- a) PLC
 - b) Allocation of territories
 - c) Marketing Budget.

SECTION-II

- Q.8** Discuss the current scenario of marketing of Tobacco and Cigarettes in India. (15)
- Q.9** How would you promote the services of a multi-speciality Hospital in rural area? Give a detail plan. (15)
- Q.10** Recently Mr. Ratan Tata and admitted that it was of mistake to position Nano Car as cheapest car in market. Discuss the statement in detail, point of view in brand positioning. (15)

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