

Subject : Marketing Management

Day : Tuesday
Date : 13/12/2016



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 the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** Explain the significance and importance of Technological factors in Marketing Environment and their impact on Marketing Management. (10)
- Q.2** Discuss what is the significance of MIS in Marketing Management giving examples. (10)
- Q.3** What do you understand by Customer Relationship Management? Explain. (10)
- Q.4** What is the purpose of Market Segmentation? What are its advantages and limitations to a Marketer? (10)
- Q.5** Explain the following: (10)
i) Criteria for Successful Positioning
ii) Dilution of Positioning and Repositioning
- Q.6** Differentiate between Product and Brand. Also explain what are the types of products. (10)
- Q.7** Write short notes on Any **TWO** of the following : (10)
a) Brand Marketing
b) Brand Equity
c) Brand name strategies
d) The value chain

SECTION-II

- Q.8** Write a note on ‘Profile of Customer – centric Organization’ and explain its significance in business expansion. (15)
- Q.9** What are the functions of Channel Intermediaries? Describe giving examples. (15)
- Q.10** A medium size enterprise has plans to open a leather goods retail shop in your city. As a consultant suggest the owner of the enterprise a suitable and retail shop format including its location. Justify your suggestion. (15)