

Subject : Marketing Management

Day : Wednesday
Date : 14/12/2016



Time : 02.00 PM TO 05.00 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) Answers to both the sections should be written in the **SAME** answer book.
 - 3) Figures to the right indicate **FULL** marks.
-

SECTION – I

- Q.1** What is Hitech Marketing? Explain in detail its role in modern marketing. [10]
- Q.2** What is Packaging? Explain how it is useful in marketing of FMCG products. [10]
- Q.3** What is Marketing Control? Explain its various techniques. [10]
- Q.4** What is Marketing Mix? Explain in detail its components with suitable examples. [10]
- Q.5** What is Market Segmentation? Explain in detail various bases of segmentation. [10]
- Q.6** What is CRM? Explain its impact on Sales Promotion. [10]
- Q.7** Write short notes on **ANY TWO** of the following: [10]
- a) Marketing Planning
 - b) Importance of Branding
 - c) Marketing Strategy
 - d) Marketing Research

SECTION – II

- Q.8** Dhanvantari Ayurvedic Ltd., has introduced a new brand of dental cream ‘Babul’ in Indian market. But, there is no response from customers. How you will formulate the promotion strategy for that dental cream? [15]
- Q.9** An American soft drink manufacturing company wants to introduce their various brands in Indian market. The company is planning to study the customer preferences with respect to soft drinks. Design a questionnaire to study the customer preferences of Indian customers. [15]
- Q.10** Maharaja Group of Hotels in India is going to start a 5 star hotel in Dubai. Prepare a Marketing Mix for the 5 star hotel to be started in Dubai. [15]

* * * *