

2M5104

Roll No. _____

Total No of Pages: 2

2M5104

M. B. A. II Sem. (Main / Back) Exam., June-July 2016

M-204 A Marketing Management

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:

- (i) The question paper is divided in two sections.
- (ii) There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is **compulsory**.
- (iii) All questions carry **equal** marks.

SECTION – A

- Q. 1 (a) Discuss the different marketing philosophies specifying suitable conditions for each. [10+4=14]
- (b) Differentiate between need, wants and demand.
- Q. 2 What do you mean by marketing environment? Discuss the importance of environmental factors in influencing the marketing strategies with reference to a cola drink company. [6+8=14]
- Q. 3 (a) Explain the meaning of market segmentation. How is aggregate market different from a differentiated market?
- (b) Discuss the criteria for segmenting market for an industrial product. [4+4+6=14]

Q. 4 What do you understand by consumer behaviour? Explain the various factors influencing consumer behaviours by taking example of any automobile of your choice. [6+8=14]

Q. 5 Write short notes on (Any two) [7+7=14]

- (a) Maturity stage of PLC
- (b) e-Marketing
- (c) Retail scenario in India
- (d) Promotion mix
- (e) Market testing

Q. 6 Suggest the distribution channel for following products. Specify the reason for your recommendations. [3.5+3.5+3.5+3.5=14]

- (a) Personal care products
- (b) Office equipments
- (e) Industrial chemicals
- (d) Mobikes

SECTION – B

Case Study

Q. 7 Suppose you work in a consumer durable goods company. In CTV segment company stresses on selling low price products under the brand name VISION. It commands 2nd largest market share in the country in TV segment. Suddenly a Chinese company enters the market and eats up your share by offering quality product at a cheaper price.

Questions

- (a) What will be your positioning strategy? [4+10=14]
- (b) What should be your marketing strategies with respect to 4 Ps, to combat this onslaught?