

Total No. of Questions : 5]

SEAT No. :

P7254

[Total No. of Pages : 2

[5860]-201

F.Y. MBA (Semester - II)

201 : (GC-07) MARKETING MANAGEMENT

(2019 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Draw neat labeled diagrams wherever necessary.
- 2) All questions carry equal marks.
- 3) Attempt all questions.

Q1) Solve any five of the following :

[10]

- a) Define premium pricing.
- b) State the concept of 'Brand Equity'.
- c) Memorise the concept of marketing control.
- d) Enlist different levels of product.
- e) Which of the following is not a stage in the new product development :
 - i) Idea generation
 - ii) Idea screening
 - iii) Grading
 - iv) Concept testing
- f) The companies that practice online marketing into their traditional operations are classified as :
 - i) Premium companies
 - ii) Direct marketing companies
 - iii) Click only companies
 - iv) Click and mortar companies
- g) Recall the concept of marketing channel.
- h) Define the term 'personal selling'.

P.T.O.

Q2) Solve any two of the following : **[10]**

- a) Compare between FMCG and Industrial product.
- b) Compare and contrast product Vs Brand.
- c) Explain push & pull strategy used in Marketing.

Q3) a) You are appointed as a marketing manages of an electronic company. Design suitable distribution channels for the company. **[10]**

OR

- b) A popular FMCG company is planning to plan launch a new brand of Antiseptic liquid. Design suitable distribution channels for the product. **[10]**

Q4) a) Develop an Integrated marketing communication plan (IMC) for launching Hindi Quiz show on a popular Hindi Television channel. Make suitable assumptions. **[10]**

OR

- b) Develop an Integrated marketing communication (IMC) plan for launching a new Hindi commercial movie across the country. Make suitable assumptions. **[10]**

Q5) a) Design a marketing plan for a company; planning to launch an 'Online Travel Portal'. **[10]**

OR

- b) Design a marketing plan for a company launching Electric scooter in India. **[10]**
