

OCT/NOV-2022

Total No. Of Questions : 5]

SEAT No. :

PA-4165

[Total No. Of Pages : 2

[5946]-201

F.Y. M.B.A.

201-GO-07: Marketing Management
(2019 Pattern) (Semester - II)



Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) Draw neat labelled diagrams whenever necessary.
- 2) Figures on right indicate full marks.
- 3) Attempt all questions.

Q1) Solve any Five of the following:

[10]

- a) Define the term 'price'.
- b) Recall the definition of retailer.
- c) Enlist different levels of the product.
- d) The pricing strategy used to set prices of the products that are used with main product is called.
 - i) Optional product pricing.
 - ii) Product line pricing.
 - iii) Competitive pricing.
 - iv) Captive product pricing.
- e) All of the following are the famous grocery brands in India EXCEPT
 - i) D Mart.
 - ii) Flipkart
 - iii) Reliance smart.
 - iv) Vijay Sales.
- f) State '5M' of advertising.
- g) State the concept of 'Brand'.
- h) Recall the definition of 'Marketing Audit'

P.T.O.

Q2) Solve any Two of the following:

[10]

- a) Compare & contrast 'Advertisement Vs Sales promotion.
- b) Compare & contrast 'Brand Vs product'.
- c) Summarise the stages involved in New product development (NPD).

Q3) a) You are appointed as a marketing manager of a large multinational company. Design suitable channels of distribution for 'Nutrition drink' to be launched by the company. [10]

OR

- b) You are appointed as a marketing manager of a large mobile handset manufacturing company. Design suitable distribution channels for the product.

Q4) a) Develop an integrated marketing communication plan (IMC) for 'premier badminton league'. [10]

OR

- b) Develop a suitable integrated marketing communication plan (IMC) for launching a new mythological TV Serial like Ramayan and Mahabharat.

Q5) a) Design a marketing plan for a company planning to launch online 'real estate portal'. [10]

OR

- b) Design a marketing plan for a company planning to launch a new brand of 'Herbal tea'.

