

Total No. of Questions : 5]

SEAT No. :

**PB2060**

**[6201]-201**

[Total No. of Pages : 2

**First Year M.B.A.**

**201-GC-07 : MARKETING MANAGEMENT**

**(Revised 2019 Pattern) (Semester - II)**

*Time : 2 ½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Attempt all questions.*
- 2) *Figures to the right indicate full marks.*
- 3) *Draw a neat labeled diagram wherever necessary.*
- 4) *All questions carry equal marks.*

**Q1)** Solve any five of the following.

- a) A carton of orange juice has no brand name and on the package only the name of the product 'Orange Juice' is written. This is an example of
  - i) Manufacturer brand
  - ii) An own Label brand
  - iii) A no frills brand
  - iv) A generic brand
- b) Define 'Idea Screening Stage' in New Product Development.
- c) All of the following are the famous grocery retail brands in India, EXCEPT
  - i) D Mart
  - ii) Flipkart
  - iii) More
  - iv) Vijay Sales
- d) Define 'Shopping Goods'. With example
- e) Recall the meaning of 'Geographical Pricing.'
- f) Reproduce the definition of 'Annual Plan Control'
- g) State the meaning of 'Order Processing'.
- h) Memorise the concept of 'Non Store Retailing'.

**Q2)** Slove any two of the following.

- a) Differentiate between Penetration Pricing vs Skimming Pricing.
- b) Summarise the classification of Consumer Products.
- c) Differentiate between Omni Channel vs Physical Channel.

**P.T.O.**

**Q3) a)** You are appointed as a marketing manager of a company selling 'Mobile Handsets' in India Design suitable channels of distribution for the company.

OR

b) A famous Agricultural company is planning to offer new brand of Tractor in India. Design suitable channels of distribution for the company.

**Q4) a)** Develop an Integrated Marketing Communication plan for a 'Reality Show to be launched on Television channel as well as OTT platform in India.

OR

b) A Korean company is planning to enter Indian consumer durable market. Discuss the New Product Development process to be followed by the company make suitable assumptions.

**Q5) a)** India is the fastest-growing health food market expanding at 20% CAGR, and this has given a boost to the Healthy Snacking Market , with more & more brands making their way into the category. Design a Marketing Plan for a Brand named 'Green Goodness' which will be offering its Healthy snacks in India.

OR

b) Indian Smart TV shipments grew 28% YOY in 2022. Consumers are preferring bigger screen sizes. A Japanese Multinational company is planning to Launch a Large Screen Smart TV in India. Design a marketing plan for the company.

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