

SVKM's NMIMS

School of Distance Learning

Programme: DBM/PGDBM/DMM/PGDMM/DFM/PGDFM/DHRM/PGDHRM/DITM/PGDITM/
DSCM/PGDSCM/DBFM/PGDBFM

Academic Year: 2011-2012

Semester II

Subject: Marketing Management

Course New

Marks: 70

Date: 31.12.2011

Time: 11.00 a.m to 2.00 p.m

Time : 3 hours

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the answer book which is provided for their use.

NB:

1. This question paper contains in all **four** questions.
2. Answer to each new question to be started on a fresh page.
3. Figures in the brackets indicate full marks.

Question 1: Write notes on any 2 out of 5

(10)

- a) GE Multi factor Portfolio Matrix
- b) Customer Delight
- c) Objectives of Pricing
- d) Single Branding and Umbrella Branding
- e) Seven O's in Consumer Behavior

Question 2: Answer any 2 questions out of 4

(10)

- a) What are the different types of intermediaries in a Marketing Channel?
- b) What are the different types of Consumer products? Give relevant examples.
- c) Explain the Product Life Cycle with the help of relevant examples.
- d) Differentiate between Selling concept and Marketing concept of Marketing.

Question 3: Answer any 3 questions out of 5

(30)

- a) What are the factors that influence Consumer's Buying Behavior? Narrate the stages in the Consumer's Decision Making Process.

b) What is Marketing Mix? Explain the Marketing Mix Elements with the help of the following cases:

I. Parle G Biscuits

II. Titan Watches

What are the additional elements in Service Marketing?

c) A Marketing Manager has to constantly monitor the external environment and moderate the effect of the external factors in his business.

Elucidate this statement with the context to various external environmental factors and giving relevant examples.

d) What is Market Segmentation? What is the purpose of Market Segmentation and what are the bases of Market Segmentation?

e) Explain different types of advertising with examples

Question 4: Answer the following questions

(20)

A. It is estimated that in India approximately 40-50% of products currently sold in the market, did not exist some 10-15 years ago. For instance products like Dish Washers, Plasma TVs, Touch Screen mobile phones, Digital Cameras, Palm Tops and I Pads were not seen in the Indian market. With the advancement in technology and exceptional innovations, these products are successfully sold and have great demand in the Indian Market because of their appropriate "New Product Launch" strategies.

What are the steps involved in a New Product Launch? Explain with suitable examples.

B. Selection of target market helps the marketer to correctly identify the markets and the group of target customers for whom the products / services are produced.

What are the different patterns in Selecting Target Markets?

What are the different Target Market Strategies that the marketer can use?

Answer the above questions with the help of suitable examples.

X

2/2