

SVKM's NMIMS
NMIMS Global Access – School for Continuing Education

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

June 2013 Examination
Subject: Marketing Management

Semester: II
Course: New
Marks : 70

Date: 20.06.2013

Time: 11.00 a.m. to 2.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figure in bracket indicates full marks.

Question 1- Attempt any 2 out of 3

(Marks: 2x5=10)

- a) What is the role of 'place' in the marketing mix?
- b) What are the challenges in marketing after the emergence of the social media?
- c) Explain the marketing strategies to be used for a product in the decline stage of its product lifecycle.

Question 2- Write Short Notes on any 2 out of 5

(Marks : 2x5=10)

- a) Importance of packaging in product branding with examples.
- b) Personal selling
- c) Marketing Research
- d) Services marketing
- e) Pricing strategies

Question 3- Attempt any 3 out of 5

(Marks : 3x10=30)

- a) What is the significance of the business environment, illustrate with examples how the environment can affect the company's performance?
- b) Explain the concept of segmentation, illustrate with examples.
- c) ^{Explain} goals of advertising, illustrate each goal with an example.
- d) Illustrate with 2 examples each of brands that have succeeded due to advertising and due to publicity and why?
- e) What are the changes in the distribution or place strategy after the emergence of the organized retail (malls, department stores) and online retail, illustrate with examples?

Question 4-

(Marks : 20)

An internationally known health club and gymnasium chain is planning to launch in India. You are the marketing head of that firm, what would be your marketing mix strategy and Marketing Plan to ensure a successful launch in India?