

**SVKM's NMIMS**  
**School of Distance Learning**

Programme: PGDMM

Semester: I

Academic Year: 2012-13

Course: New

Subject: Marketing Management

Marks: 50

Date: 4.1.2013

Time: 3:00 p.m to 5:00 p.m

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

1. Attempt any 2 out of 5 (Discuss)

**Marks: 10**

- a) Marketing as an Exchange Process
- b) 7 O's Framework
- c) BCG Matrix
- d) Sales Promotion
- e) Layers of Product

2. Write short notes on any 2 out of 5

**Marks: 10**

- a) Customer Satisfaction and Customer Delight
- b) Product Life Cycle
- c) Features of a Good Forecasting Method
- d) New Product Development Process
- e) Types of Distribution Channels

3. Attempt any 3 out of 6

**Marks: 30**

- a) What are the Marketing Concepts? Explain the evolution process of Management Philosophy.
- b) What are the types of Customer Value? Explain the relevance of each value with examples.
- c) What are the various environmental factors influencing Marketing Decisions? Why is it necessary to monitor external environment?
- d) Explain various stages involved in Consumer Decision Making Process with relevant examples.
- e) Discuss the importance of Market Segmentation in Marketing Decisions and explain the basic methods of Market Segmentation.
- f) What are the various kinds of pricing strategies? Explain them with examples.