

SVKM's NMIMS
School of Distance Learning

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

Academic year: 2012 – 2013

Subject: Marketing Management

Semester: II

Course New

Marks 70

Date: 07.01.2013

Time: 11.00 a.m. to 2.00 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.

Q1) Attempt any 2 out of 4 (Marks 10)

- a) Bring out the reasons for failure of new product.
- b) Explain various sales promotion aids that can be used by a retailer.
- c) Do you think marketing plan is important? Give reasons for same.
- d) What marketing strategies should be used when the product is in maturity stage in PLC.

Q2) Write short notes on following (any 2) (Marks 10)

- a) Customer satisfaction.
- b) Basis of segmentation
- c) Product Assortment
- d) BCG Matrix

Q3) Attempt any 3 out of 5 (Marks 30)

- a) Why is it important for a company to study its environment?
- b) Discuss the major objectives of advertising. Give example to support your answer
- c) Briefly explain the selling concept.
- d) What role pricing has to play in influencing consumer psychology? Explain with suitable examples.
- e) Explain sales promotion in detail and its advantages and disadvantages.

Q4) Answer any 2 out of 3 (Marks 20)

- a) Company ABC has a dominant share in the Indian snacks market and also owns many successful brands. The company has decided to enter the market of frozen foods as this is quite successful in the west. You have been appointed as the marketing head of this company. Devise a marketing plan for the same.
- b) Product life cycles are becoming shorter, affecting industry and company life cycle. Do you agree with statement? Give reasons for the same
- c) A Rock concert is being organized at Andheri sports complex, Outline key elements of marketing mix to be used.