

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

**Marketing for Managers**

**Marks: 100**

**Date: 17.12.2007  
Time: 11.00 to 2.00**

**Instructions**

1. Please be brief & to the point.
2. Please state your assumptions clearly.
3. Question no 8 is compulsory & carries 25 marks.
4. Attempt any five questions from question no 1 to 7 each carrying 15 mks.
5. Total marks 100

Q1) Take a example of FMCG Brand & discuss marketing mix in details? Or

Q1) Take a example of Hospital & discuss it's marketing mix?

Q2. Define Social Marketing & discuss principles of Social Marketing? Or.

Q2. Discuss Social Marketing Planning System?

Q3. Discuss with help of an example "Product Life Cycle of the Brand"? Or.

Q3. Discuss in details Role of Pricing in Marketing Mix?

Q4. Apply an example of your own industry or of your choice which you can put in all levels of Market segmentation. Or.

Q4. What are the different factors's to be considered for forming the Base of Segmentation?

Q5. Important factor's to be considered involved in designing the marketing Organization

Q6.. Discuss the importance of Marketing Research ? Or.

Q6. Discuss the Process Of decision Making?

Q7. Discuss different Stages involved in Buyer Decision process? Or.

Q7.. Importance of Product Management in marketing?

Q8. Answer the following (Any 5) (25 Marks)

- 1) Define Marketing & it's importance with a suitable example.
- 2) 4 P's of Social Marketing.
- 3) Discuss any 2 Characteristics of Services.
- 4) Functions of Packaging
- 5) Pricing Of Industrial products.
- 6) Role Of Advertising.
- 7) Role Of Personal Selling.
- 8) Importance Of Sales Forecasting