

Xerox.

SVKM's NMIMS UNIVERSITY
School of Distance Learning

Marketing for Managers
ADITM/DBM/DMM/PGDBM/PGDMM/ADBFM

Date: 2.6.2007

Marks: 100

Time: 11.00 am to 2.00 pm

Instructions: 1] Attempt **ANY THREE** questions **each** from Section I and Section II .

SECTION I: All questions carry 13 marks each

- Q.No: 1** Define 'Marketing Management'. State its relevance in the business operations.
- Q. No: 2** Explain the Product Life Cycle [PLC] concept explaining each stage in PLC
- Q. No: 3:** Explain step by step the Selling Process.
- Q. No: 4** Differentiate between ' Goods ' and ' Service'.
How a concept of quality differs in service from that in Goods ?
- Q. No: 5** What do you understand by " Market Segmentation"
What is its usefulness ?
- .Q. No: 6** How would you measure effectiveness of an advertising?

SECTION II: All questions carry 20 marks each.

- Q. No:7** Enumerate the main Philosophies of Marketing [Marketing Concepts] and differentiate between ' Selling concept ' and 'Marketing concept'.
- Q. No: 8** Why a buyer buys a product or a service? Enumerate and briefly discuss the stages in buyer decision process
- Q. No: 9** Explain the terms ' Demand Forecasting' and 'Sales Forecasting'
Enumerate and briefly describe any two methods of demand forecasting?
- Q. No: 10** What are the main pricing policies ? How pricing policies are generally decided over the life cycle of a product?
- Q. No: 11** What is ' Promotion Mix'? How would you determine a promotion mix for a product? Assume a product of your choice and explain.
- Q. No: 12** What are the elements of marketing mix for a service? Take an example of a restaurant as a service and explain these elements
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