

**SVKM's NMIMS**  
**NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION**

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2013 – 2014  
Subject: Marketing Management  
Date: 16.12.2013

Semester: II - RE-EXAM  
Marks : 50  
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

**Marks: 10**

- a) Market and Marketing
- b) Types of Customer Value
- c) External Environmental Analysis
- d) Cost Leadership and Focus Strategy
- e) Target Market Strategies

2. Write short notes on any 2 out of 5

**Marks: 10**

- a) Selling and Marketing
- b) AIDA and Communication Model
- c) Survey Methods of Forecasting
- d) Types of Consumer and Business Products
- e) Single and Umbrella Branding

3. Attempt any 3 out of 6

**Marks: 30**

- a) What are the Marketing Concepts? Explain the evolution process of Management Philosophy.
- b) Explain Organisational Buying Decision Process and various buying situation.
- c) What are the various environmental factors influencing Marketing Decisions? Why is it necessary to monitor external environment?
- d) Explain the need for developing New Product with its process.
- e) "Market Segmentation is very useful for effective Marketing of any Product". Explain the statement with various methods of Segmenting.
- f) What are the various kinds of pricing strategies? Explain them with examples.