

**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: 12.07.2012

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) Difference between selling and marketing
- b) Explain single branding and umbrella branding
- c) Describe the factors that affect pricing decisions of an organisation.
- d) What marketing strategies should be used when the product is in introduction stage in PLC

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

- a) Sales Forecasting
- b) Brand equity
- c) Modified Rebuy v/s straight Rebuy
- d) Porter's five forces

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

- a) What variables would you use in segmenting the market for sports car and why?
- b) Discuss the various stages of a new product development process by taking the example of an electric razor as new product concept.
- c) What elements of product mix would be more appropriate for a company to market blood pressure measuring instrument?
- d) What is E-commerce? Explain its importance and relevance in today's business world.
- e) Discuss various kinds of pricing strategies with example.

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

- a) What segmentation, targeting and positioning recommendation would you make to a company which is manufacturing high end lifestyle products?
- b) You have to identify which positioning strategy will be most appropriate to use for a new entrant which organizes adventurous sports activities such as river rafting, paragliding bungee jumping etc.
- c) "There is no such things as product or services people buy benefits" do you agree/disagree with the statement. Give reasons for the same.

X

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