

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

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

Academic year: 2014 – 2015
Subject: Marketing Management

Semester: II
Course : New
Marks : 70
Time: 11.00 a.m. to 2.00 p.m.

Date: 19.06.2014

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) What is marketing?
- b) What is difference between selling and marketing?
- c) What is customer value?
- d) What is external environment?

Q.2) Write Short Notes on any 2 out of 5

(Marks: 2X5=10)

- a) Pricing as a strategy
- b) Value Chain
- c) Buying Roles
- d) 7 O's framework
- e) Buying Centres

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Explain four P's marketing.
- b) Explain with example BCG Matrix.
- c) What does marketing plan consist of?
- d) Differentiate between business and consumer products.
- e) What are elements of branding?

Q.4) Attempt questions

(Marks:20)

You are a marketing manager for an oil company introducing an olive oil brand in totally commoditized market. Which segment will you choose? What market positioning will you take? What marketing mix will you choose?
