

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

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2014 – 2015
Subject: Marketing Management
Date: 16.06.2014

Semester: II - RE-EXAM
Marks : 50
Time: 3.00 p.m. to 5.00 p.m.

Instructions:

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

Q. 1) Write short notes on (any 2 out of 4)

(Marks: 2X5=10)

- a) Define a market and what forms do they vary in?
- b) Importance of Marketing Planning.
- c) Define Product Life Cycle (PLC) and identify the 4 stages of its progression.
- d) Excess capacity as a reason to expand product line.

Q. 2) Write short notes on (any 2 out of 5)

(Marks: 2X5=10)

- a) Concentrated Marketing strategy.
- b) Geographic Segmentation.
- c) Formulating Business Strategy.
- d) The Boston Consulting Group's Growth Share Matrix (BCG Matrix).
- e) Explain Strategic Planning.

Q. 3) Attempt (any 3 out of 6)

(Marks: 3X10=30)

- a) Discuss the different types of intermediaries to carry out Channel work.
- b) Principles to be followed while deciding the Brand name.
- c) Define and explain the types of Consumer products & Business Products.
- d) Define and explain the concept of Core Competencies.
- e) Influences on Buying Decisions.
- f) Different Buying Roles.
