

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

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: December 2014  
Subject: Marketing Management  
Date: 28.12.2014

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) Briefly explain the difference between **Marketing and Selling** concepts?
- b) Explain the concept of Price Cues and Price Wars, Also differentiate between the two.
- c) Various methods of segmenting consumer markets.
- d) Characteristics of a **Good Demand Forecasting Method**

**Q. 2) Write short notes on (any 2 out of 5)** (Marks: 2X5=10)

- a) The Boston Consulting Group's Growth-Share Matrix (BCG Matrix)
- b) The Arthur D. Little Model
- c) Porter's Five forces Model
- d) External Environment
- e) Advertising Management Process

**Q. 3) Attempt (any 3 out of 6)** (Marks: 3X10=30)

- a) Describe in brief how marketers go about understanding the customer/consumer decision-making process and identify the various individual and socio-cultural influences on the decision-making process.
- b) Explain segmentation, targeting and positioning for a new product of **Fairness cream for Men**.
- c) What is meant by **Marketing Channels**? Briefly explain the various factors that must be considered while making channel selection?

