

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

Programme: CBM

Examination: June 2015
Subject: Marketing Management
Date: 20.06.2015

Term End Examination
Marks : 70
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.

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 4

Marks: 10

- a) Types of Benefits
- b) Types of Buying Roles
- c) Classification of products
- d) Product Life Cycle

2. Write short notes on any 2 out of 5

Marks: 10

- a) Michael Porter's Five Forces Model
- b) Positioning
- c) Layers of the product
- d) Consumer adoption process
- e) Direct and Indirect marketing channel

3. Attempt any 3 out of 6

Marks: 30

- a) What are the Marketing concepts? Explain the evolution process of management philosophy.
- b) Discuss the importance of market segmentation and explain the basic method of Market segmentation.
- c) Explain various methods of pricing.

- d) What are the various types of Advertising that an organisation can undertake?
- e) Explain sales promotion directed towards consumers and trade partners.
- f) What are the various methods of forecasting?

4. Attempt both the questions

Marks: 20

- a) What are the various environmental factors influencing marketing decisions? Why is it necessary to monitor the external environment?
 - b) Explain various stages of Consumer Decision making process with reference to purchasing of refrigerator for your family use.
-