

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

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: June 2015
Subject: Marketing Management
Date: 17.06.2015

Semester: II - RE-EXAM
Marks : 50
Time: 3.00 p.m. to 5.00 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) Marketing VS Selling
- b) BCG Mtrix
- c) Classification of product
- d) Types of Logistics

2. Write short notes on any 2 out of 5 Marks: 10

- a) 7O's Framework
- b) Types of Organisational Buying situation
- c) Vertical and Horizontal marketing system
- d) Objectives of Pricing
- e) Types of Advertising

3. Attempt any 3 out of 6 Marks: 30

- a) A company plans to launch a new brand of summer cool deodorant. How will you segment the market?
- b) What are the various types of customer value? Explain the same with examples.
- c) Explain various factors that influence consumer behaviour.
- d) Explain any five forecasting methods.
- e) Explain various steps involved in new product development process.
- f) Explain various sales promotion techniques directed towards consumer.