

**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

Examination: December 2015  
Subject: Marketing Management

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

Date: 16.12.2015

**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) Role of surveys in demand estimation
- b) Product Mix decisions
- c) Role of distribution channels
- d) Extended marketing mix for services

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

**(Marks: 2X5=10)**

- a) Difference between behavioral & psychographic segmentation
- b) Organizational buying situations
- c) Stages in consumer decision process
- d) Objectives of pricing
- e) Difference between customer satisfaction and delight

**Q.3) Attempt any 3 out of 5**

**(Marks: 3X10=30)**

- a) Why is it important to properly scan the marketing environment before taking any strategic decisions? What are the major components of external environment that need to be scanned?
- b) The marketing manager of your firm (selling packaged beverages) has called his team for a brain storming session, in order to generate new product ideas. Assume that you are a member of this team, what idea would you suggest? Also mention the steps that will be involved in processing of your idea.
- c) What are the elements of promotion mix? Which promotion mix element plays the most important role in (i) FMCG sector, (ii) Industrial sector, (iii) Service sector
- d) What are the major buying motives in an organizational buying? What are the various buying situations in an organizational buying scenario?

e) Why is it important to keep the customers satisfied always? How can a firm achieve this goal? What is more important; customer acquisition or customer retention? why?

**Q.4) Attempt both the questions**

**(Marks: 2X10=20)**

a) No company can survive without growth in this highly competitive marketing environment. Elaborate the various types of growth strategies and the conditions in which they are pursued by a firm ? Substantiate your answer with the help of suitable examples from corporate scenario.

b) Why do marketers pay a lot of attention on branding of their products? What are the major branding decisions that a firm has to take?

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