

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

Programme: CBM

Examination: June 2016
Subject: Marketing Management
Date: 15.06.2016

Term End Examination
Marks : 70
Time: 11.00 a.m. to 2.00 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) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Line extension
- b) Role of supply chain
- c) Promotion mix
- d) POP and POD

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

(Marks: 2X5=10)

- a) Product Concept
- b) Product Life cycle
- c) Customer Value
- d) Value Management
- e) Market Entry Strategies

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) What is consumer adoption process?
- b) Explain Direct and indirect Marketing channels.
- c) What is growth strategy? Explain
- d) What are product mix decisions?
- e) Explain Pricing strategies with examples.

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) Explain STPD in detail.
- b) Explain Michael Porter's 5 Forces in detail.
