

**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 2016  
Subject: Marketing Management

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

Date: 14.12.2016

**Instructions:**

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

**Q.1) Explain the following terms (attempt any 2 out of 4) (Marks: 2X5=10)**

- a) Unsought Products
- b) Role of supply chain
- c) Product line Extension
- d) Product Life Cycle

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

- a) Skimming Strategy
- b) STP
- c) BCG Matrix
- d) Marketing Mix
- e) SWOT Analysis

**Q.3) Attempt any 3 out of 5 (Marks: 3X10=30)**

- a) What are Marketing Concepts? Give details.
- b) Explain Direct and indirect Marketing channels.
- c) What is Ansoff's Matrix? Explain.
- d) What are product mix decisions?
- e) What is Michael Porter's 5 Forces Model? Give details.

**Q.4) Attempt both the questions (Marks: 2X10=20)**

- a) Discuss various buying motives. What are the influences of these motives on the purchase process?
- b) Describe Pricing strategies with examples.

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