

END TERM EXAMINATION

Second Semester [MBA] May - June 2016

Paper Code: MS-106 / PMS (CM) -106 Subject: Marketing Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Discuss the concept of Marketing Mix. Explain its relevance in the field of marketing. How differentiated, concentrated and undifferentiated marketing differs. Explain with examples.
- Q2 "Marketing Starts with STP". Explain STP in Marketing with examples, with focus on positioning strategies.
- Q3 (a) Explain the concept of Product Mix and assuming any company, illustrate product mix for it.
(b) What are the stages of new product development process? Explain in brief with suitable examples.
- Q4 You are a Marketing Manager appointed by a Ready made Garment manufacture, the company wants to establish channel of distributed for its product in Delhi/NCR. What factors will be taken into consideration to establish COD for the Co? Explain.
- Q5 What are Price and Non-Price factors in determining price of a product? Explain in brief various pricing strategies and pricing methods to be followed by a company facing tough competition in the market but still wants to create a unique position in the market place. Give examples to illustrate your answer.
- Q6 What are different elements of Promotion? How Advertising is different from Publicity and Sales promotion. How promotion of soap will differ for Rural and Urban markets? Give examples.
- Q7 Write notes on:-
(a) Characteristics of online marketing
(b) Methods of Demand Forecasting
- Q8 (a) What are channel conflicts? How to resolve them? Explain in brief.
(b) Discuss elements of Marketing Environment. How cultural Environment influences Marketing Decision. Give examples.
