

11 Dec 23

11/12/2023

Total No. of Questions : 5]

P7925

SEAT No. :

[Total No. of Pages : 2

[6118]-21

First Year M.B.A.

201 - GC07 : MARKETING MANAGEMENT
(2019 Pattern) (Semester-II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Draw neat labelled diagram whenever necessary.
- 2) Figures to right indicate full marks.
- 3) Attempt all questions.

Q1) Solve any five questions:

[10]

- a) Define a 'Brand'.
- b) Enlist different levels of product.
- c) Memories concept of 'Marketing channel'
- d) Recall definition of sales promotion.
- e) What are 2 parties involved in franchise agreement.
- f) A newly launched restaurant has sets price higher than other establishment in the area which pricing strategy is used by the restaurant.
- g) Define test marketing.
- h) Memorise concept of marketing audit.

Q2) Solve any two:

[10]

- a) Differentiate between push & Pull strategy.
- b) Compare & contrast advertising vs publicity.
- c) Compare & contrast advertising vs personal selling. *ol*

P.T.O.

[10]

Q3) Solve any one :

- a) Design suitable distribution channel for a company manufacturing & selling 'LCD TVs'.
- b) Design suitable distribution channel for a company manufacturing & selling 'Hair oil'.

Q4) Solve any one :

[10]

- a) Formulate promotion Mix for a religious serial to be launched on 'Sony TV'.
- b) Formulate a promotion Mix for a new online job portal in India.

Q5) Solve any one:

[10]

- a) Design a marketing plan for a company launching a new jewellery chain of retail.
- b) Design a marketing plan for a company offering 'Fashion retail brands'.

Total No. of Questions : 5]

SEAT No. :

P3814

[Total No. of Pages : 2

[6025]-201

F.Y. M.B.A.

**201- GC - 07 : MARKETING MANAGEMENT
(2019 Pattern) (Semester -II) (Revised)**

Time : 2½ Hours/

[Max. Marks : 50

Instructions to the candidates:

- 1) *Draw neat labeled diagrams whenever necessary.*
- 2) *Figures to the right indicate full marks.*
- 3) *Attempt all Questions.*
- 4) *Make suitable assumptions wherever necessary.*
- 5) *All questions carry equal marks.*

Q1) Solve any Five of the following

[10]

- a) List the sources of Idea generation.
- b) A(n) _____ product exceeds customer expectations.
 - i) Strategy
 - ii) Superior
 - iii) Augmented
 - iv) Anticipated
- c) Define product Vs Brand.
- d) Enlist components of product Mix.
- e) Draw a diagram of Goods & service continuum.
- f) Enumerate classification of Product.
- g) Recall Marketing Audit.
- h) Define skimming Pricing.

Q2) Solve any Two of the following.

[10]

- a) Describe parameters of Annual plan control.
- b) Explain the factors influencing pricing decision.
- c) Describe Booz Allen & Hamilton classification scheme for new product.

P.T.O.

Q3) a) You as a marketing manager of Beauty product company. Design a suitable distribution channel for a company. [10]

OR

b) Design a distribution channel for online offering of a soft drink beverages.

Q4) a) Mr. Amit is planning to start a detective series on OTT platform. You as a Marketing Manager in Mr. Amit's company, develop a suitable Integrated Marketing Communication (IMC) Plan for this new project. [10]

OR

b) Develop an Integrated Marketing communication (IMC) for new Learning portal of certification courses for management students.

Q5) a) Design a marketing plan for a company starting 5G Mobile Network Services. [10]

OR

b) Design a marketing plan for a company starting a new brand of preschool services.



20 Feb. 2023

Total No. Of Questions : 5]

SEAT No. :

PA-4165

[Total No. Of Pages : 2

[5946]-201

F.Y. M.B.A.

201-GO-07: Marketing Management

(2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) Draw neat labelled diagrams whenever necessary.
- 2) Figures on right indicate full marks.
- 3) Attempt all questions.

Q1) Solve any Five of the following:

[10]

- a) Define the term 'price'.
- b) Recall the definition of retailer.
- c) Enlist different levels of the product.
- d) The pricing strategy used to set prices of the products that are used with main product is called.
 - i) Optional product pricing.
 - ii) Product line pricing.
 - iii) Competitive pricing.
 - iv) Captive product pricing.
- e) All of the following are the famous grocery brands in India EXCEPT
 - i) D Mart.
 - ii) Flipkart
 - iii) Reliance smart.
 - iv) Vijay Sales.
- f) State '5M' of advertising.
- g) State the concept of 'Brand'.
- h) Recall the definition of 'Marketing Audit'.

P.T.O.

Q2) Solve any Two of the following:

[10]

- a) Compare & contrast 'Advertisement Vs Sales promotion.
- b) Compare & contrast 'Brand Vs product'.
- c) Summarise the stages involved in New product development (NPD).

Q3) a) You are appointed as a marketing manager of a large multinational company. Design suitable channels of distribution for 'Nutrition drink' to be launched by the company. **[10]**

OR

- b) You are appointed as a marketing manager of a large mobile handset manufacturing company. Design suitable distribution channels for the product.

Q4) a) Develop an integrated marketing communication plan (IMC) for 'premier badminton league'. **[10]**

OR

- b) Develop a suitable integrated marketing communication plan (IMC) for launching a new mythological TV Serial like Ramayan and Mahabharat.

Q5) a) Design a marketing plan for a company planning to launch online 'real estate portal'. **[10]**

OR

- b) Design a marketing plan for a company planning to launch a new brand of 'Herbal tea'.



[5860]-201

F.Y. MBA (Semester - II)

201 : (GC-07) MARKETING MANAGEMENT

(2019 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Draw neat labeled diagrams wherever necessary.
- 2) All questions carry equal marks.
- 3) Attempt all questions.

Q1) Solve any five of the following :

[10]

- a) Define premium pricing.
- b) State the concept of 'Brand Equity'.
- c) Memorise the concept of marketing control.
- d) Enlist different levels of product.
- e) Which of the following is not a stage in the new product development :
 - i) Idea generation
 - ii) Idea screening
 - iii) Grading
 - iv) Concept testing
- f) The companies that practice online marketing into their traditional operations are classified as :
 - i) Premium companies
 - ii) Direct marketing companies
 - iii) Click only companies
 - iv) Click and mortar companies
- g) Recall the concept of marketing channel.
- h) Define the term 'personal selling'.

Q2) Solve any two of the following :

[10]

- a) Compare between FMCG and Industrial product.
- b) Compare and contrast product Vs Brand.
- c) Explain push & pull strategy used in Marketing.

Q3) a) You are appointed as a marketing manages of an electronic company. Design suitable distribution channels for the company. [10]

OR

- b) A popular FMCG company is planning to plan launch a new brand of Antiseptic liquid. Design suitable distribution channels for the product. [10]

Q4) a) Develop an Integrated marketing communication plan (IMC) for launching Hindi Quiz show on popular Hindi Television channel. Make suitable assumptions. [10]

OR

- b) Develop an Integrated marketing communication (IMC) plan for launching a new Hindi commercial movie across the country. Make suitable assumptions. [10]

Q5) a) Design a marketing plan for a company; planning to launch an 'Online Travel Portal'. [10]

OR

- b) Design a marketing plan for a company launching Electric scooter in India. [10]

Total No. of Questions : 5]

SEAT No. :

P4066

[Total No. of Pages : 2

[5565]-2001

M.B.A.

201 : MARKETING MANAGEMENT

(2016 Pattern) (Semester - II)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question carries 10 marks.*

Q1) Define the concept 'New Product Development'. Discuss the steps to 'New Product Development' with special reference to any FMCG product.

OR

What is 'Branding'? Explain 'brand equity' and 'brand elements' with examples.

Q2) Explain 'Geographical Pricing' and 'Promotional Pricing' with example.

OR

Define 'Price change'. Explain 'Initiating and responding' to price change.

Q3) What is the channel options? Explain e-Commerce Marketing practices.

OR

Explain the major consideration in the selection of distribution channel for consumer goods with example.

Q4) What is the concept of 'Advertising'? Which advertising media will you choose for durable goods with example?

OR

P.T.O.

Write short notes on (any two) :

- i) Direct Marketing.
- ii) Integrated Marketing Communication.
- iii) Personal Selling.

Q5) Explain the 'Marketing Evaluation' and 'Control'.

OR

Discuss the 'Nature' and 'Contents' of Marketing Plan.



3 May 2018

Total No. of Questions : 5]

SEAT No :

[Total No. of Pages : 2

P 1427

[5365]-2001

M.B.A.

201 : MARKETING MANAGEMENT

(2016 Pattern) (Semester - II)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Answer five questions.
- 2) All questions carry equal marks.
- 3) Write suitable examples as required.

Q1) What is the need for new product development? Explain Booz Allem and Hamilton classification scheme for new product?

OR

Define Packaging. Explain the role of packaging and labelling.

Q2) What is the concept of price change? Explain the initiation and responding to price change.

OR

Describe the setting pricing objectives. How to estimating the cash and determining the demand?

Q3) How the decision is taken for the channel design for a durable product with an example.

OR

Explain the market logistics decisions for inventory and transportation of a Luxurious Goods to the end users.

P.T.O.

Q4) a) What is 'Direct marketing'? Explain the concept of Integrated Marketing Communications.

OR

b) What is the concept of marketing communications? Explain the factors in setting marketing communication mix.

Q5) Write short notes on (any two).

- a) Annual plan control
- b) Strategic control
- c) Marketing Audit

OR

Discuss the nature and contents of marketing plan.

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