

MM 01

Marketing Management
MMS-I

30-12-2009

Roll No.

Total No. of Printed Pages: 3

Total No. of Questions: 9

Maximum Marks: 30

In Section - I

Duration: 3 hrs

Note:

- 1) Each Section to be solved on **SECTION - I** SEPARATE Answer Book.

Answer in Brief: Any 3 out of 5 (4 marks each)

12 Marks

1. What is the difference between a need, a want and a demand? Explain with any 1 example
2. What is meant by 'Mission Statement'? Frame a market oriented mission statement for
 - a) A Company marketing 'Energy Efficient Household Electronic Items'
 - b) A Company marketing 'Ladies Handbags'
3. List contents of a Marketing Plan and discuss any 2 of them in detail
4. Who are the participants in a business (industrial) buying process? Discuss any 3 of them.
5. Explain any 2 macro-environmental factors in a Company's marketing environment.

Answer in Detail: Any 3 out of 4 (6 marks each)

18 Marks

6. How will you use Demographic segmentation for an apparel marketing firm? Which segment will you target for a new range of track pants that are more fashionable, colourful, better fitting and yet very comfortable?

Contd ... 2

Does the segment that you recommend meet the 5 requirements for effective segmentation? Explain

7. For a firm wanting to enter the market for 'Premium Chocolates', prepare a Questionnaire of around 10 to 12 questions to find all relevant details about consumer buying behaviour for this segment.
8. How will you go about choosing a Positioning Strategy for a product? Explain with 2 examples
9. Nokia, a renowned player in cell phones has a very wide range of phones with varying features including bluetooth technology, camera, games, video screens, speakerphone, voice dialing etc. As part of its business expansion strategy, Nokia is planning to launch Vertu, a new luxury brand of cell phone, in platinum and gold. Vertu, with a distinct brand name, will be targeted at high-end consumer, as price range begins from Rs 2.5 lakhs and goes upto Rs 15 lakhs for the diamond studded platinum body phone.
Conduct a SWOT Analysis for Vertu.

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Roll No:

Total No. Of Questions: 5
in Section - II

SECTION - II

Maximum Marks: 30

Duration (Hrs): One and half hours

Note: Question no 1. is compulsory

Write any two short notes out of 4. Each short note is for 5 Marks

Write any two questions from Q.2- Q. 5

Each Question carries 10 marks.

Q1. Write Short Notes on (Any 2)(10 Marks) - 5 Marks each

- A. Price Quality Strategies
- B. Define Marketing Channel & role played by the channel members
- C. Media selection
- D. Product Mix

Write any two questions from Q2 to Q5 (20 Marks) - 10 Marks Each

Q2. What is Product Life Cycle and explain various marketing strategies that can be used during different stages of PLC.

Q3. What is Integrated Marketing Communication? Take an example of a Brand of your choice & explain the various IMC tools used by the brand.

Q4. Explain with examples how can a company adapt its price?

Q5. What is retailing & what are the important decisions to be taken in retailing?

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