

VPM's
Program: PGP (2014-15)
First Semester Examination July 2015

Subject	Marketing Management		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	1	Date	19-07-2015

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

What is Consumer Buying Behavior & the Buying Process? What changes do you foresee in it the next 10 years?

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) How can you apply those four pillars to Fast-Track watches marketing?
- b) How product is implemented as one of the Ps in marketing mix?
- c) Factors to Evaluate New Market Opportunities

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain the concept of Need, Wants and Demand.
- b) Explain segmentation as one of the pillars as marketing
- c) How pricing is implemented as one of the Ps in marketing mix?

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) How to calculate market size?
- b) How Dettol brand manages its promotion.
- c) Explain the use of Ansoff Matrix.

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain demand forecasting in short.
- b) What are the steps of New Product Development Process
- c) How to evaluate the attractiveness of an industry or market?

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What are the requirements of good brand name?
- b) What are different types of market researches?
- c) What is PESTLE Analysis?

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain Concept of Product And Brand
- b) Explain Evolution of marketing
- c) Explain dimensions of marketing analysis