

VPM's  
**DR VN BRIMS, Thane**  
 Programme: **PGP (2014-15)**  
**First Semester Examination December 2014**

<b>Subject</b>	<b>Marketing Management</b>		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	1	Date	27.12.2014

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

**Q1) 20 Marks (Compulsory)**

Write a note on the following:

- (i) Cost-based pricing (ii) Value-based pricing (iii) Value-added pricing (iv) Good-value pricing

**Attempt Any FOUR from the Remaining SIX Questions**

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

- a) What do you understand by *cause marketing*? Explain with the help of examples.  
 b) What are the major factors in *microenvironment*?  
 c) Explain the concept of *business cycles*.

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

- a) What is product *positioning, repositioning* and *targeting*? Explain with the help of examples.  
 b) What is brand equity? What steps would you take to increase equity of your brand as a marketer?  
 c) What is *micromarketing*? Describe the role of internet in it.

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

- a) What is *differentiated, undifferentiated, concentrated* marketing? Explain with the help of examples.  
 b) Discuss the pricing policy, positioning and targeting of Tata Nano? What have been the reasons, in your opinion, for the failure of the car in the market?  
 c) What is *Viral Marketing*? Explain with the help of examples.

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

- a) What do you understand by '*public relations*'? Compare public relations with advertising. High light an episode from the world of business where public relation campaign was effectively used by a company.  
 b) What are the different types of advertising? How do you use it at different stages of the product life cycle?  
 c) Describe the business model of *Flipkart* and how it is impacting brick and mortar retailers?

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

- a) What do you understand by '*Strategy*'? Describe three different levels of strategy.  
 b) Write an essay on impact of internet and social media on advertising.  
 c) What do you understand by *sales promotion*? What are the different types of *sales promotion* programs? Describe in brief.

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

- a) What do you understand by '*intensive, selective*' and '*exclusive*' distribution? Elaborate with the help of suitable examples.  
 b) What do you understand by '*channel conflict*'? What are the types of conflict and their causes?  
 c) What do you understand by term '*promotional mix*'? What are its different tools available to the marketer? Describe in brief.