

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

M.Com. (2019 Batch) (Sem.-2)
MARKETING MANAGEMENT

Subject Code : MCOP-204-18

M.Code : 75934

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Role of Marketing Strategies.
2. Marketing v/s Selling.
3. Brand Equity.
4. Note on Consumer adoption process.
5. Public Relations.
6. Channel Management in Product Promotion.
7. Define CRM.
8. Network Marketing.

SECTION-B

UNIT-I

9. Define Marketing Management. Explain its scope/importance.
10. Analyzing Marketing Management.

UNIT-II

11. Explain Product Life Cycle with example.
12. Explain Consumer Buying Process.

UNIT-III

13. Elaborate Pricing Decisions and factors affecting Pricing Decisions.
14. Describe Personal Selling and its process.

UNIT-IV

15. What are the factors affecting Buzz Marketing?
16. What is the importance of E-Commerce in Marketing?

SECTION-C

17. **Case Study :**

MERCEDES-BENZ

From 2003 to 2006, Mercedes-Benz endured one of the most painful stretches in its 127-year history. The company saw its reputation for stellar quality take a beating in J.D. Power and other surveys and BMW surpassed it in global sales. To recoup, a new management team re-organized around functional elements - motors, chassis and electronic systems-instead of model lines. Engineers now begin testing electronic systems a year earlier and put each new model through 10,000 diagnostics that run 24 hours a day for three weeks. Mercedes-Benz also tripled its number of prototypes for new designs, allowing engineers to drive them 3 million miles before production. With these and other changes, the number of flaws in the company's cars dropped 72% from the year 2000 peak, and warranty costs decreased 25%. As an interesting side effect, Mercedes-Benz dealers have had to contend with a sizeable drop in their repair and service businesses! The challenge now is to match the impressive levels of quality and reliability set by Japanese luxury foes.

Question :

Explain form, features and performance quality in the Mercedes-Benz with regard to product differentiation.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.