

Roll No.

Total No. of Pages : 03

Total No. of Questions : 15

MBA/MBA(IB) (2016 to 2019) (Sem.-2)

MARKETING MANAGEMENT

Subject Code : MBA-204

M.Code : 49099

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR 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 EIGHT marks.

SECTION-A

Answer the following questions :

1. Outline factors influencing consumer buying behavior.
2. Write a note on effect of liberalization on marketing.
3. Differentiate between market driven and market driving companies.
4. Outline methods of designing sales territories.
5. What is price competition and price war?
6. Outline consumer adoption process

SECTION-B

UNIT-I

7. What is holistic approach to a market? Explain 4Ps of marketing.
8. Write short notes on following :
 - a. Strategic marketing planning process.
 - b. Differentiate between consumer and business buying process.

UNIT-II

9. “*Packaging and Branding helps to stimulate the sales*”. Explain with suitable illustrations. Also Discuss major stages for developing a new product in the market.
10. Discuss pricing strategies. Discuss characteristics of pricing decision in marketing of commercial products.

UNIT-III

11. Write short notes on following :
 - a. Promo tools
 - b. Types of channels
12. Discuss the meaning of sales-force design. Discuss importance of determination of appropriate sales force size.

UNIT-IV

13. Discuss some of the emerging trends in marketing.
14. Write short notes on following :
 - a. Customer relationship management
 - b. Direct marketing

SECTION-C

15. Case Study :

Roshan Music offers a complete line of sheet music, musical instruments, and novelty gifts of a musical nature. In recent years, owner G. Singh has even served as the local representative of several musical instrument manufacturers, providing a contact person for local schools area wise. “If we don’t have it, chances are excellent that we can get it for you,” Gurvinder tells all his visitors and customers.

Most walk-ins are particularly interested in a specific piece of sheet music from a particular era or just browsing among the hundreds of musical knick-knacks in the store. Gurvinder spends most of his time making presentations to beginning music students at the local schools and making bi-weekly visits to the schools in order to deliver instruments, to make minor reports when possible, or to pick up instruments to ship to the manufacturer for more complicated repairs.

After dragging his feet for quite some time, Gurvinder was convinced that a Web site could benefit a variety of customers. He began with a simple site explaining store hours and depicting types of gifts and services available. The site received so much response that Gurvinder added a question-and-answer option. Questions poured in, ranging from “Where can I get the sheet music for ‘Hello’?” to “Do you carry clarinet reeds?” to “My saxophone needs two new pads. When will you be at St. Maries school to repair it?” Eventually, customers found the capability of ordering musical novelties online with a credit card as well. A gift could now be wrapped and sent to the recipient at no extra charge.

“I don’t know how we did it without our Web site,” Gurvinder admitted. “It allows us to be so responsive. And our novelties sales have doubled!”

Question :

- a. Discuss the customer contact points where the company has added internet to transform its value chain.
- b. In what way could this marketer engage in customer relationship building through the Internet?
- c. Discuss some of the other current trends of marketing this marketer could benefit from.

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.