

**Subject : Marketing Management**

Day : Wednesday  
Date : 01/06/2016



Time : 02.00 PM TO 05.00 PM  
Max Marks : 70 Total Pages : 1

---

**N.B:**

- 1) Attempt **ANY THREE** questions from Section- I and **ANY TWO** questions from Section-II.
  - 2) Figures to the right indicate **FULL** marks.
  - 3) Answer to both the sections should be written in the **SAME** answer book.
- 

**SECTION-I**

- Q.1** What is market segmentation, target marketing and product pricing? Explain (14) the concept with examples.
- Q.2** Compare and contrast between marketing and selling concept. Explain the (14) modern trends in marketing.
- Q.3** Marketing manager is called as mixer of ingredients. How the marketing mix (14) elements can be mixed to achieve the desired impact in the market? Explain with suitable example.
- Q.4** What are the competitive marketing strategies? Critically evaluate the (14) strategies used by marketers.
- Q.5** Write short notes on **ANY TWO** of the following: (14)
- a) BCG Matrix
  - b) Marketing Audit
  - c) Marketing Strategy
  - d) Ansof's Matrix

**SECTION-II**

- Q.6** Prepare research design for car manufacture for getting the customers (14) feedback report of various models introduced in the current year. Make necessary assumptions as per requirement.
- Q.7** Prepare a marketing strategy plan for a tourist company planning to introduce (14) Packaged Tour Program for the next summer vacation.
- Q.8** How is service marketing distinct than physical goods marketing? How the (14) characteristics of services do shapes the formulation of marketing strategy of service products?