

Total No. of Questions : 5]

PB2108

SEAT No. :

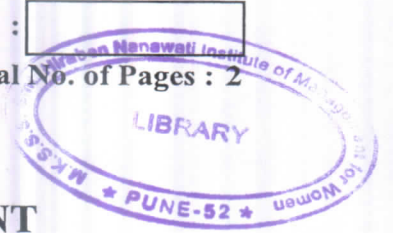
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[6201]-2001

First Year M.B.A.

201-GC-07 : MARKETING MANAGEMENT

(2019 Pattern) (Semester-II)



Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) Solve any 5 [10]

- a) Enlist 4p's of Marketing.
- b) Define Retailer.
- c) Define Brand
- d) Define Packaging.
- e) Define Cost-Plus Pricing.
- f) Define sales promotions.
- g) Define marketing mix.
- h) Enlist levels of product.

Q2) Attempt any 2. [10]

- a) Explain factors affecting distribution strategy.
- b) Explain various pricing strategies.
- c) Explain sales promotion schemes.

P.T.O.

Q3) a) Design distribution channel for a pharmaceutical company. [10]

OR

b) Design Distribution channel for a Tractor company in Indian Market. [10]

Q4) a) Design total promotion plan for electric car manufacturing & Marketing company in Indian Market. (Make necessary assumption). [10]

OR

b) Design advertising campaign for newly launched health drink company in overseas market. (make necessary assumptions) [10]

Q5) a) As a marketing manager prepare detailed marketing plan for a newly Launching "Gymnasium services" in your city. [10]

OR

b) Design a detailed marketing plan for a company planning to launch a super market in your city. [10]