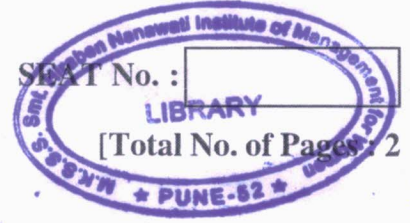


Total No. of Questions : 5]

PD-2829



[6430]-201

F.Y. 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) All questions carry equal marks.

Q1) Solve any Five :

[10]

- a) Define Services.
- b) Enlist types of services.
- c) Enlist FMCG goods examples.
- d) Enlist industrial goods examples.
- e) Define pricing.
- f) Define labelling.
- g) What is RFID.
- h) Define Advertising.

Q2) Solve any Two :

[10]

- a) Differentiate between wholesalers & retailers with examples.
- b) Differentiate between Goods & Services.
- c) Explain types of pricing.

P.T.O.

Q3) a) Design distribution channel for agricultural water pumps with electric motors for Indian market. [10]

OR

b) Explain channel conflict. Elaborate various ways to solve channel conflict. [10]

Q4) a) Design promotion plan for Racing Bike manufacturing company. [10]

OR

b) Design sales promotion schemes for a Gold & Diamond Jewellery shop in your city. [10]

Q5) a) Design a marketing plan for newly launched mobile handset. (make necessary assumptions) [10]

OR

b) Design market plan for a company planning to launch online education sites. [10]

