

Total No. of Questions : 5]

SEAT No. :

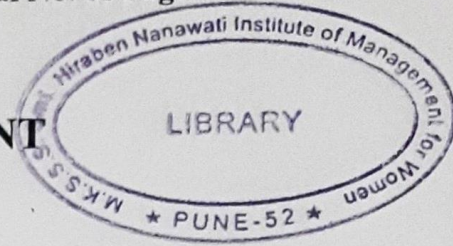
**P7925**

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[6118]-21

**First Year M.B.A.**

**201 - GC07 : MARKETING MANAGEMENT  
(2019 Pattern) (Semester-II)**



*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) Draw neat labelled diagram whenever necessary.*
- 2) Figures to right indicate full marks.*
- 3) Attempt all questions.*

**Q1) Solve any five questions:**

**[10]**

- a) Define a 'Brand'.
- b) Enlist different levels of product.
- c) Memories concept of 'Marketing channel'
- d) Recall definition of sales promotion.
- e) What are 2 parties involved in franchise agreement.
- f) A newly launched restaurant has sets price higher than other establishment in the area which pricing strategy is used by the restaurant.
- g) Define test marketing.
- h) Memorise concept of marketing audit.

**Q2) Solve any two:**

**[10]**

- a) Differentiate between push & Pull strategy.
- b) Compare & contrast advertising vs publicity
- c) Compare & contrast advertising vs personal selling.

**P.T.O.**



**Q3) Solve any one :**

**[10]**

- a) Design suitable distribution channel for a company manufacturing & selling 'LCD TVs'.
- b) Design suitable distribution channel for a company manufacturing & selling 'Hair oil'.

**Q4) Solve any one :**

**[10]**

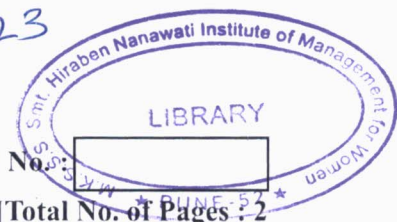
- a) Formulate promotion Mix for a religious serial to be launched on 'Sony TV'.
- b) Formulate a promotion Mix for a new online job portal in India.

**Q5) Solve any one:**

**[10]**

- a) Design a marketing plan for a company launching a new jewellery chain of retail.
- b) Design a marketing plan for a company offering 'Fashion retail brands'.

July 23



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**[6025]-201**

**F.Y. M.B.A.**

**201- GC - 07 : MARKETING MANAGEMENT  
(2019 Pattern) (Semester -II) (Revised)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Draw neat labeled diagrams whenever necessary.*
- 2) *Figures to the right indicate full marks.*
- 3) *Attempt all Questions.*
- 4) *Make suitable assumptions wherever necessary.*
- 5) *All questions carry equal marks.*

**Q1) Solve any Five of the following**

**[10]**

- a) List the sources of Idea generation.
- b) A(n) \_\_\_\_\_ product exceeds customer expectations.
  - i) Strategy
  - ii) Superior
  - iii) Augmented
  - iv) Anticipated
- c) Define product Vs Brand.
- d) Enlist components of product Mix.
- e) Draw a diagram of Goods & service continuum.
- f) Enumerate classification of Product.
- g) Recall Marketing Audit.
- h) Define skimming Pricing.

**Q2) Solve any Two of the following.**

**[10]**

- a) Describe parameters of Annual plan control.
- b) Explain the factors influencing pricing decision.
- c) Describe Booz Allen & Hamilton classification scheme for new product.

**P.T.O.**



- Q3) a)** You as a marketing manager of Beauty product company. Design a suitable distribution channel for a company. **[10]**

OR

- b) Design a distribution channel for online offering of a soft drink beverages.

- Q4) a)** Mr. Amit is planning to start a detective series on OTT platform. You as a Marketing Manager in Mr. Amit's company, develop a suitable Integrated Marketing Communication (IMC) Plan for this new project. **[10]**

OR .

- b) Develop an Integrated Marketing communication (IMC) for new Learning portal of certification courses for management students.

- Q5) a)** Design a marketing plan for a company starting 5G Mobile Network Services. **[10]**

OR

- b) Design a marketing plan for a company starting a new brand of preschool services.



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PA-4165

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[5946]-201

F.Y. M.B.A.

**201-GO-07: Marketing Management  
(2019 Pattern) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

- 1) *Draw neat labelled diagrams whenever necessary.*
- 2) *Figures on right indicate full marks.*
- 3) *Attempt all questions.*

**Q1) Solve any Five of the following:**

**[10]**

- a) Define the term 'price'.
- b) Recall the definition of retailer.
- c) Enlist different levels of the product.
- d) The pricing strategy used to set prices of the products that are used with main product is called.
  - i) Optional product pricing.
  - ii) Product line pricing.
  - iii) Competitive pricing.
  - iv) Captive product pricing.
- e) All of the following are the famous grocery brands in India EXCEPT
  - i) D Mart.
  - ii) Flipkart
  - iii) Reliance smart.
  - iv) Vijay Sales.
- f) State '5M' of advertising.
- g) State the concept of 'Brand'.
- h) Recall the definition of 'Marketing Audit'.

**P.T.O.**

**Q2) Solve any Two of the following:**

**[10]**

- a) Compare & contrast 'Advertisement Vs Sales promotion.
- b) Compare & contrast 'Brand Vs product'.
- c) Summarise the stages involved in New product development (NPD).

**Q3) a)** You are appointed as a marketing manager of a large multinational company. Design suitable channels of distribution for 'Nutrition drink' to be launched by the company. **[10]**

**OR**

- b) You are appointed as a marketing manager of a large mobile handset manufacturing company. Design suitable distribution channels for the product.

**Q4) a)** Develop an integrated marketing communication plan (IMC) for 'premier badminton league'. **[10]**

**OR**

- b) Develop a suitable integrated marketing communication plan (IMC) for launching a new mythological TV Serial like Ramayan and Mahabharat.

**Q5) a)** Design a marketing plan for a company planning to launch online 'real estate portal'. **[10]**

**OR**

- b) Design a marketing plan for a company planning to launch a new brand of 'Herbal tea'.





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[5860]-201

F.Y. MBA (Semester - II)

201 : (GC-07) MARKETING MANAGEMENT  
(2019 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Draw neat labeled diagrams wherever necessary.
- 2) All questions carry equal marks.
- 3) Attempt all questions.

Q1) Solve any five of the following :

[10]

- a) Define premium pricing.
- b) State the concept of 'Brand Equity'.
- c) Memorise the concept of marketing control.
- d) Enlist different levels of product.
- e) Which of the following is not a stage in the new product development :
  - i) Idea generation
  - ii) Idea screening
  - iii) Grading
  - iv) Concept testing
- f) The companies that practice online marketing into their traditional operations are classified as :
  - i) Premium companies
  - ii) Direct marketing companies
  - iii) Click only companies
  - iv) Click and mortar companies
- g) Recall the concept of marketing channel.
- h) Define the term 'personal selling'.

P.T.O.

**Q2) Solve any two of the following :**

**[10]**

- a) Compare between FMCG and Industrial product.
- b) Compare and contrast product Vs Brand.
- c) Explain push & pull strategy used in Marketing.

**Q3) a) You are appointed as a marketing manages of an electronic company. Design suitable distribution channels for the company. [10]**

**OR**

- b) A popular FMCG company is planning to plan launch a new brand of Antiseptic liquid. Design suitable distribution channels for the product. [10]

**Q4) a) Develop an Integrated marketing communication plan (IMC) for launching Hindi Quiz show on popular Hindi Television channel. Make suitable assumptions. [10]**

**OR**

- b) Develop an Integrated marketing communication (IMC) plan for launching a new Hindi commercial movie across the country. Make suitable assumptions. [10]

**Q5) a) Design a marketing plan for a company; planning to launch an 'Online Travel Portal'. [10]**

**OR**

- b) Design a marketing plan for a company launching Electric scooter in India. [10]

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