

Total No. of Questions : 5]

PC3018

[6380]-2001

First Year M.B.A.

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

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.

Q 1) Solve any five of the following :

[10]

- a) _____ only element in the marketing mix that brings in revenue.
- b) Bank of Mathura is offering higher interest-ratio on fixed deposit to senior citizens of 60 years and above it is.

Practicing -

- i) Promotional pricing
- ii) Psychological pricing
- iii) Segmental pricing
- iv) Product mix pricing
- c) Define 'Convenience Goods' with example.
- d) Re call - definition of 'Promotional Pricing'.
- e) Reproduce the definition of 'Annual Plan Control'.
- f) State the meaning of "Logistics".
- g) Define 'Business Analysis' Stage in new product development.
- h) Define 'Umbrella branding' with two examples.

Q2) Solve any two of the following :

[10]

- a) Differentiate between Consumer products vs Industrial products?
- b) Summaries the concept of 'Marketing Audit'.
- c) Differentiate between 'Intensive distribution vs selective distribution'.

P.T.O.



Q3) Solve any one :

[10]

- a) You are appointed as a Marketing Manager of a large Dairy design suitable channels of distribution for the Milk & Milk products to be launched by the company.

OR

- b) A famous Indian software company is planning to launch a 'new software product'. Design suitable distribution channel for the product.

Q4) Solve any one :

[10]

- a) Develop an 'Integrated Marketing Communication Plan' for 'Athletics Sports shoes in India'.

OR

- b) Enterprises are sensing the need to become more integrated in their 'Marketing Communication Efforts'. Discuss with an example where you have been a part of the integration. Process of may have come across the said Integration Marketing Communication (IMC).

Q5) Solve any one :

[10]

- a) A leading "Health Drink Company" is planning to form a new brand of "Health Drink" you are appointed as a marketing consultant by the company prepare a detailed marketing plan and make suitable assumptions.

OR

- b) According to a report by avendus capital, Indian households are likely to double their spending on health-focused foods and beverage in the next five years, as consumers increasingly shift to healthier alternatives and buy foods with better ingredients more and more brands are making their way into the category. Brands like Auric, Nuttyfox, Pink Harvest, Lil Goodness, Yoga Bar, Design Marketing plan for a brand named 'Green Harvest' to offer its healthy food products in Indian Market.



Total No. of Questions : 5]

SEAT No. :

PB2060

[6201]-201

[Total No. of Pages : 2

First Year M.B.A.

201-GC-07 : MARKETING MANAGEMENT

(Revised 2019 Pattern) (Semester - II)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Attempt all questions.*
- 2) *Figures to the right indicate full marks.*
- 3) *Draw a neat labeled diagram wherever necessary.*
- 4) *All questions carry equal marks.*

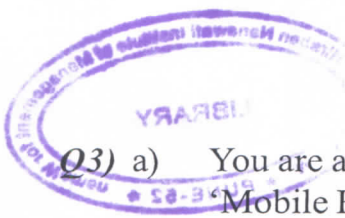
Q1) Solve any five of the following.

- a) A carton of orange juice has no brand name and on the package only the name of the product 'Orange Juice' is written. This is an example of
 - i) Manufacturer brand
 - ii) An own Label brand
 - iii) A no frills brand
 - iv) A generic brand
- b) Define 'Idea Screening Stage' in New Product Development.
- c) All of the following are the famous grocery retail brands in India, EXCEPT
 - i) D Mart
 - ii) Flipkart
 - iii) More
 - iv) Vijay Sales
- d) Define 'Shopping Goods'. With example
- e) Recall the meaning of 'Geographical Pricing.'
- f) Reproduce the definition of 'Annual Plan Control'
- g) State the meaning of 'Order Processing'.
- h) Memorise the concept of 'Non Store Retailing'.

Q2) Solve any two of the following.

- a) Differentiate between Penetration Pricing vs Skimming Pricing.
- b) Summarise the classification of Consumer Products.
- c) Differentiate between Omni Channel vs Physical Channel.

P.T.O.


Q3) a) You are appointed as a marketing manager of a company selling 'Mobile Handsets' in India. Design suitable channels of distribution for the company.

OR

b) A famous Agricultural company is planning to offer new brand of Tractor in India. Design suitable channels of distribution for the company.

Q4) a) Develop an Integrated Marketing Communication plan for a 'Reality Show' to be launched on Television channel as well as OTT platform in India.

OR

b) A Korean company is planning to enter Indian consumer durable market. Discuss the New Product Development process to be followed by the company. Make suitable assumptions.

Q5) a) India is the fastest-growing health food market expanding at 20% CAGR, and this has given a boost to the Healthy Snacking Market, with more & more brands making their way into the category. Design a Marketing Plan for a Brand named 'Green Goodness' which will be offering its Healthy snacks in India.

OR

b) Indian Smart TV shipments grew 28% YOY in 2022. Consumers are preferring bigger screen sizes. A Japanese Multinational company is planning to Launch a Large Screen Smart TV in India. Design a marketing plan for the company.



Total No. of Questions : 5]

SEAT No. :

P-7879

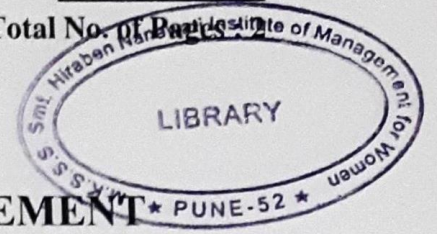
[6118]-2001

M.B.A.

201 : GC-07 : MARKETING MANAGEMENT

(Rev.2019 Pattern) (Semester - II)

[Total No. of Pages : 2]



Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five out of eight :

[5 × 2 = 10]

- a) Which of the following management Guru redefined Marketing in the form of value.
 - i) Philip Kotter
 - ii) Jack Welch
 - iii) Peter Drucker
 - iv) Henry Fayol
- b) The label on the soft drink can reads "cool & refreshing for what reason are these words used?
 - i) To provide information
 - ii) To encourage multiple purchase
 - iii) To promote the product
 - iv) To satisfy legal require
- c) State formulae of 'value' from customer perspective.
- d) Define 'Product' with suitable example.
- e) Recall 'Speciality goods' with example.
- f) State the concept of 'differential pricing'.
- g) Reproduce the defination of 'Strategic control'.
- h) State the meaning of "Warehousing".

Q2) Solve any Two out of Three :

[2 × 5 = 10]

- a) Differentiate between 'Commodity Vs. Brand'.
- b) Differentiate between 'Consumer goods Vs. Industrial goods'.
- c) Explain in details 'product hierarchy' with example.

P.T.O.

Q3) Solve any one : [10]

- a) Design suitable distribution channel for newly launched immunity booster formulation (pdt) vaccine to safeguard the population of your territory.

OR

- b) You are appointed as a Marketing Manager of FMCG company that serves the need of Age group (2yrs-18yrs). Design a suitable distribution channel (online + offline) to Make the product available at right place, time, condition to satiate the need. (Make suitable assumptions)

Q4) Solve any one : [10]

- a) Develop an Integrated Marketing Communication Plan for 'Foreign university' entering in India.

OR

- b) Explain Booz, Allen and Hamilton's (BAH) classification for new products. Where you will classify following products : (Any Two)

- i) TATA Nexon EV Segment
- ii) TATA JET Edition (Harrer, Safari, Nexon, etc)
- iii) Apple i-phone 15

Q5) Solve any one : [10]

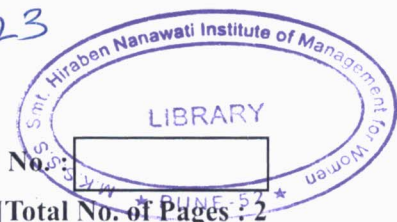
- a) India is largest Producer & Consumer of Millets in the world. The millet market size was valued at USD 10.86 Billion in 2022. In recent years there has been a surge in demand for Millet due to the health benefit. A famous Indian Company is planning to offer Millet Brand in Indian Market. Design a Marketing plan for the company to be successful in Market.

OR

- b) You are appointed as a Marketing Manager of 'DVKS Studio' & DVKS Studio wants to release 'New Movie'. Design a Marketing plan for successful launch & success of the Movie.



July 23



Total No. of Questions : 5]

P3814

SEAT No.:

[Total No. of Pages : 2

[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.

