

Total No. of Questions : 5]

PD-2864

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[6430]-509

M.B.A.

**201 : (GC - 09) Marketing Management
(MM551 MJ) (2024 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Make suitable assumptions whenever necessary.*
- 3) *All questions carry equal marks.*

Q1) Solve any Five of the following: (2 marks each).

[10]

- a) State the concept of Differentiated pricing.
- b) Define Unsought goods.
- c) Memorize the concept of Omni-channel options.
- d) Maggi instant noodles are an example of
 - i) Shopping products
 - ii) Speciality products
 - iii) Convenience products
 - iv) Unsought products
- e) Which of the following is an example of psychological pricing?
 - i) Pricing a burger at Rs. 99 instead of Rs. 100
 - ii) Offering bulk discounts
 - iii) Charging different prices in different countries.
 - iv) Selling smartphones at the same price everywhere.
- f) State the concept of Marketing Audit.
- g) Which of the following best describes phygital Retailing?
 - i) A mix of Physical and Digital shopping experiences.
 - ii) A business that only sells through digital ads
 - iii) A store that doesn't allow digital payments.
- h) State the concept of product mix.

P.T.O.

Q2) Solve any Two of the following: (5 marks each)

[10]

- a) Differentiate between show-rooming and Webrooming.
- b) Differentiate between consumer products and Industrial products
- c) Explain three types of pricing methods used in online marketing.

Q3) Answer any one

[10]

- a) An optical store would like to launch a new product line of spectacles targeted towards youth of India. Determine suitable channels of distribution used by the company.
- b) Determine the product mix of a leading FMCG company offering various cosmetic products across India.

Q4) Answer any one

[10]

- a) "The synergy created by a well-integrated marketing communication program is greater than the sum of its individual parts". Analyse this statement in context to Electric Vehicles industry.
- b) Analyse the product mix of 'Nestle' in Indian consumer products market.

Q5) Answer any one

[10]

- a) A well-established chain of "Boutique Hotels" is planning to launch a new-line of "Eco-friendly Amenity Products". Design a marketing plan for this new product line. Make suitable assumptions.
- b) You are appointed as the Marketing Manager for a newly launched "Playzwin.com", an online gaming service offering various sports categories. Explore and suggest suitable pricing strategies for the company.

