

MAR-APR 2023

Total No. of Questions : 5]

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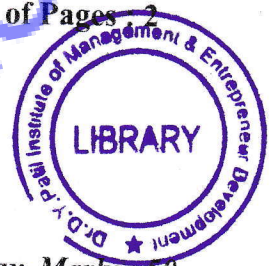
SEAT No. :

[Total No. of Pages : 2

[6025]-201

F.Y. M.B.A.

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



[Max. Marks : 50

Time : 2½ Hours]

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.

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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.

