

Total No. of Questions : 5]

SEAT No. :

P-7879

[Total No. of Pages : 2

[6118]-2001

M.B.A.

201 : GC-07 : MARKETING MANAGEMENT

(Rev. 2019 Pattern) (Semester - II)

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 good’s 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.

