

Total No. of Questions : 5]

SEAT No. :

P1809

[Total No. of Pages : 2

M.B.A. (Semester - II)
MARKETING MANAGEMENT
(2013 Pattern)

*Time: 2½ Hours]**[Max. Marks: 50**Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question/sub-question.*
- 5) *Your answers should be specific and to the point.*
- 6) *Support your answers with suitable live examples.*
- 7) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) The Toothpaste Market is highly crowded with multiple brands. A company wishes to introduce a new tooth paste which can effectively prevent cavities, tooth decay with a unique taste. Elaborate the New Product Development Process that should be followed for the successful launch of the new product. **[10]**

OR

- b) Identify at what stages of their respective PLC stages are the following products in the Indian market. Accordingly suggest suitable marketing strategies for a ALL the following products:
- i) Telecom service with 3G technology.
 - ii) 35 mm films
 - iii) 3-D, LCDs

Q2) a) As a marketing manager of a company what steps would you like to take while setting the price of ANY ONE of the following products? **[10]**

- i) Glares (goggles)
- ii) Sports shoes

OR

- b) 'Pricing has far reaching effects beyond the Cost of the product' Comment. Describe various factors influencing pricing decisions.

P.T.O.

- Q3) a)** 'In India, retailing is undergoing a revolution with the rapidly growing players in the organized sector.' Do you agree with this statement? Critically evaluate the statement considering the types of retailers and the functions performed by them. **[10]**

OR

- b) Put yourself in the position of the Distribution and Sales Head of a life style Apparel company which is in the business of manufacturing & marketing denim wear. Design a distribution channel for new fashioned denim jeans.

- Q4) a)** Apply the major element of promotion-mix to market an organic packaged food brand in India. **[10]**

OR

- b) Develop a stage wise effective communication program for a touch screen laptop.

- Q5) a)** 'A plan is a route to a goal, while the goal is a mission'. Critically elaborate on the contents of a good marketing plan. **[10]**

OR

- b) Prepare a marketing plan for freshly launched sugar-free cookies (biscuits).

