

**Savitribai Phule Pune University**  
**Department of Management Sciences (PUMBA)**  
**MBA, Trimester – II, External Assessment Examination, February 2016**  
**Subject Code: 201 Name of Subject: Marketing Management**

Marks: 50

Time: 3 Hrs

**Note: Answers of sections are to be written in different answer sheets.**

**Section A**

- Note 1. Attempt any 2 questions from Q.No 1, 2, 3. Each question is of 10 marks  
2. Question No 4 is compulsory is of 5 marks.

Q.1. Tea Time is a chain of tea bars operating in the Bangalore. They are entering the Maharashtra market. You have been hired as a consultant to prepare the marketing plan for the launch of the tea bars in Maharashtra. Prepare a outline of the Strategic as well as Tactical marketing plan for the organization. Pl make and state the assumptions you have made.

Q.2. Discuss the IPA Model of Customer Satisfaction and also highlight its importance.

Q.3. Value-creation and value-delivery is the main task of marketing. Explain the statement and also discuss the value creation and delivery process in Marketing with the help of relevant examples.

Q.4. Write a note on any one of the following: (5 marks each)

- i. Ansoff 's Product Market Expansion Grid.
- ii. G.E/McKinsey Matrix.

**Section B**

Question 1 : Attempt any Two (out of a,b,c and d -10 marks each). Question 2 is compulsory.

- a) What are the competitive strategies used by market leader explain with example.
- b) Explain with examples Michael Porter's five forces model to decide the attractiveness of an industry.
- c) Describe how segmentation is carried out based on psychographic and behavioral aspects. Choose suitable product category to explain the segmentation.
- d) How does an organization carry out market evaluation and control? Describe the process.

Question 2 : Write a note any one of the following (5 marks)

- a. Services Marketing
  - b. Customer Relation Management
  - c. Marketing Ethics
  - d. Points-of-Parity (POP) and Points-of-Difference (POD).
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