

Seat Number of Candidate: _____

MBA++T2/201/18022013

DEPARTMENT OF MANAGEMENT SCIENCES, UNIVERSITY OF PUNE
MBA TRIMESTER II EXTERNAL EXAMINATION-2013
MARKETING MANAGEMENT (201)

Time: 3 hours

MM: 50marks

Note: Attempt section I and Section –II, in separate answer books .

SECTION-I

Instruction :

Question 1 is compulsor; and carries 15 marks

Attempt any 1 question from the remaining 2, each question carries 10 marks

Q1. Sumersons is a successful vendor to world's one of the leading home furnishing retail chains. Training, motivating and developing human resources had been at the forefront of Sumersons' growth. Because the company was dependent on few international buyers the owners realized that it may negatively affect the company's stability. The board of Directors decided to foray in the domestic market for ladies suits and saris. Develop a Marketing Plan for Sumersons entry into the new business.

Q.2. Discuss the Marketing Mix strategies of any 2 brands of your choice.

Q.3. Write short notes on any two of the following (5 marks each)

- 1) Marketing Orientation.
- 2) Measuring Consumer satisfaction.
- 3) BCG Matrix.

SECTION-II

Instruction :

Attempt any two questions from first three questions and carries 10 marks each.

Question No. 4 is compulsory and carries 5 marks.

1. Describe the impact of cultural and social factors on consumer behaviour.
2. What strategic options are available for a market leader while competing in a marketplace? Explain with examples.
3. Explain the terms in brief with reference to 'Moov Pain Relieving Ointment'.
 1. Segmentation
 2. Target market
 3. Positioning
4. Write short note on any one
 - a) Industrial Buyer Behaviour
 - b) Competitive strategies of Niche Marketer

(5 marks)
