



2104

Time : 3 Hrs.

201 : Marketing Management

Max.Marks : 60

Note : 1. Attempt any four questions out of the six given below.  
2. All questions carry equal marks.

- Q. 1. Explain Marketing Orientation and give the functions of a Marketing Manager. [15]
- Q. 2. Give the process of carrying out a Marketing Research. [15]
- Q. 3. Discuss the Boston Consultancy Group's Matrix. Discuss its application in strategic marketing. [15]
- Q. 4. Explain the social factors affecting Buyer Behaviour and give the differences between Industrial Buyer Behaviour and Domestic Buyer Behaviour. [15]
- Q. 5. Give the Competitive Marketing Strategies of Market Leader and Market Challenger with relevant examples. [15]
- Q. 6. Write Short Notes on any 3 of the following : [15]
1. Quantitative Techniques of Sales Forecasting
  2. Consumer Perceived Value
  3. Market Positioning
  4. Demographic Basis of Segmentation
  5. Marketing Audit

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MBA Trimester - II

201 marketing management

Marks: 50

Time: 3 Hours

Note Answer any five question. All questions carry equal marks.

Q1. Answer any Two:

- a) Consumer Value
- b) Functions of marketing
- c) Four P's of Marketing

Q2. What is consumer behaviour? What are the factors influencing consumer behaviour?

Q3. What is marketing? How can you differentiate between sales and marketing?

Q4. What is Marketing Plan? What is the process involved in marketing Planning? What are the contents of Marketing Plan?

Q5 Answer any Two:

- I. Industrial Buyer behaviour
- II. Analysis of Competitors
- III. Marketing Ethics

Q6. Answer any Two:

- 1) Market Segmentation
- 2) Positioning Strategies
- 3) Marketing Audit

Q7. Write notes on any two:

- A. Sales Forecasting Concepts
- B. Marketing Research
- C. E Commerce

2103

PUNE UNIVERSITY  
DEPARTMENT OF MANAGEMENT SCIENCES  
MBA TRIMESTER -II, EXTERNAL EXAMINATION-2006-07  
MARKETING MANAGEMENT---201

50 marks

Time:

*Note 1.* All questions are compulsory.

2. Q 1 in each section carries 15 marks and Q. 2 carries 10 marks.

3. Attempt section I and II in separate answer books.

SECTION- I

Q1. "Marketing perspectives lie at the heart of strategic decision making, whether at the corporate, business unit, or product-market levels". Reflect on the statement giving suitable examples.

OR

What should the market leader do to maintain its number-one share position as the product category moves through rapid growth

Q2. Write short notes on any two of the following topics:

(1) Strategies of Market penetration

(2) Consumer satisfaction

(3) Marketing Orientation

SECTION- II

Q1. Define Sales Forecasting. Explain any three methods of estimation of Sales Forecast.

OR

Explain the various basis of segmentation of consumer markets.

Q2 Write short notes on any two:

(1) Reference Groups

(2) Consumer buying roles

(3) Market Targetting.

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2102 576

Time : 3 Hrs.

201 : Marketing Management

Max.Marks : 60

Note : 1. Attempt any four questions out of the six give below.  
2. All questions carry equal marks.

- Q. 1. Explain Marketing Orientation and give the differences between selling and Marketing Orientations. [15]
- Q. 2. A leading automobile manufacturer is planning to launch a small car in the Indian Market. The company has to prepare a Marketing Plan for that . Explain the steps the Company will have to follow to prepare the Marketing Plan. [15]
- Q. 3. Discuss with examples, the various methods of Forecasting Sales [15]
- Q. 4. Give the Buyer's decision process when the buyer buys products rationally. Also explain the psychological factors influencing consumer Behaviour. [15]
- Q. 5. Explain various basis of segmenting consumer markets. [15]
- Q. 6. Write Short Notes on any 3 of the following : [15]
1. Marketing Audit
  2. Customer Satisfaction
  3. Strategies of a Market Leader
  4. Process of marketing
  5. Types of Research Designs

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# MBA-GEN II TRIMSTER

Gaurihar 2205

## 201 - MARKETING MANAGEMENT

Max. marks - 60

Time allowed - 3 hrs.

N.B. - 1. Attempt any FOUR questions out of the five given below.

2. All questions carry equal marks.

Q.NO.1

What constitutes the macro and micro environment of a company.

Explain the macro environmental elements in detail. (5+10=15)

Q.NO.2

Discuss the market segmentation techniques used by some Indian companies in marketing:

a) Cars (5)

b) Biscuits (5)

c) Shampoos (5)

Q.NO.3

Explain the BCG matrix in detail with examples wherever required.

Also give the limitations of the matrix. (10+5=15)

Q.NO.4

Explain with examples the strategies adopted by market follower. (15)

Q.NO.5

Write short notes on any TWO of the following:

d) Research design

e) Difference between domestic buyer behavior and industrial buyer behavior

Discuss three brands that have successfully applied marketing orientation.

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Department of Management Sciences  
MBA++ (Trimester II) 2008  
(201) Marketing Management

Time: 2Hrs30min

Marks: 50

Note:

- Q5 and Q6 is compulsory carrying 15 marks each.
- Solve any two from Q1, Q2, Q3 and Q4 carrying 10 marks each.
- Appropriate examples will be appreciated.

- Q1. Define Marketing Management and explain what do you mean by marketing Mix? Prepare a proper marketing mix for Commodity products.
- Q2. What are the factors that influence consumer behavior? Explain this with reference to different mobile operators.
- Q3. A new health drink is supposed to be launch in Pune. Suggest the appropriate segmentation and positioning strategy with the help of bases of market segmentation and positioning.
- Q4. What do you mean by market control? Give different types of control techniques and explain any two of them in detail.
- Q5. Write short notes on any three of following...
- a. Customer satisfaction and Customer Delight.
  - b. Industrial buyer behavior Vs Domestic buyer behavior.
  - c. Marketing Ethics.
  - d. Marketing Audit.
- Q6.

CASE

A Leading company, PRATIMA LTD., was controlling nearly 75% of the market of films and cameras in India.

'PRATIMA' is marketing several models. The price range of its camera is between Rs.15000 to Rs.75000. Production department of PRATIMA LTD is ready to manufacture a new product 'WPDC-3' which is a waterproof disposable camera with a price tag of Rs.300. You can have ten snaps and then just hand it over to the developing shop. It is extremely simple to operate. You can take a picture with camera submerged upto 12 feet under water.

There is another product "TAMTOOM-2" already in the market which was launched just before one month. This disposable camera price is Rs. 700. You can take five snaps with it but it is with Auto development facility.

⇒ As a Marketing Manager of Pratima Ltd. Prepare a marketing plan for 'WPDC-3'

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