

Seat Number of Candidate: _____

MBA++T2INT/07012013

UNIVERSITY OF PUNE, DEPARTMENT OF MANAGEMENT SCIENCES
MBA TRIMESTER –II, INTERNAL EXAMINATION-2013
MARKETING MANAGEMENT---201

Time: 1.5 Hour

Total Marks: 30

SECTION-I

Note: 1) Attempt any 2 questions. 2) All questions carry equal marks. 3) Attempt section I and section II in separate answer books. 4) Total marks for section –I are 20.

Q.1. Write short Notes on any 2 of the following

- 1) Perceived Value.
- 2) Marketing Mix.
- 3) Importance of Marketing.

Q.2. Explain with examples how Maslow's Hierarchy of needs can be used to target consumers.

Q.3. Explain the pillars of Marketing Orientation.

SECTION-II

Note: 1) Attempt any one for 10 marks. 2) Total marks for section –II are 10

Q1. How do you evaluate impact of social factors on buying behaviour of electronic goods? Give suitable examples.

Q2. How will you carry out segmentation of soft drinks market in india? What variables will you use?
