

Seat Number of Candidate: _____

**Savitribai Phule Pune University, Department of Management Sciences
(PUMBA)**

**MBA++, Trimester –II, External Assessment Examination, February 2015
Marketing Management(201)**

Marks: 50

Time: 3

Hrs

Instructions to the students –

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

SECTION-I

25 marks

1. *Attempt any 2 questions from section-I.*
2. *All questions carry equal marks.*

Q.1. Discuss the G.E. Matrix .Also explain the importance of the matrix.

Q.2. 'Fair and Beautiful' is a fairness cream brand for women. The market for the fairness cream in Urban India is getting saturated. Recommend the strategic options the company can choose from, for increasing the growth rate of the brand.

Q.3. Explain the concept of 'Marketing Mix' with relevant examples.

SECTION-II

25 marks

All questions are compulsory. Question 1 carries 20 marks and Question 2 carries 5 marks.

Q1. Attempt any two.

- a) What do you mean by social class? How does it impact consumer behaviour?
- b) What are the essentials of a good market segmentation? Explain with examples.
- c) Describe the growth strategies for a market leader. What is the risk involved?

Q2. Write short note on any one – (5 marks)

- a) Consumer buying roles
- b) Bases of segmentation
- c) Entry and Exit barriers in an Industry
