

Seat No. _____

University of Pune
Department of Management Sciences (PUMBA)
Executive MBA
1st Year External Exam May – 2013

201 : Marketing Management

Time: 2.30 hrs

Marks: 50

Instructions to Students:

Attempt any five. All questions carry equal marks.

1. Explain the following concepts with examples
 - a. Marketing Myopia
 - b. Customer Lifetime Value
2. What is marketing mix? Explain its various elements with reference to either your firm or any other firm.
3. What do you mean by product portfolio management? What is the utility of BCG matrix in it?
4. How does culture influence the consumer behaviour? Give examples of how marketers accommodate and influence cultural factors in their marketing programmes.
5. What are the strategic options available to a market leader while setting competitive objectives? How does a leader defend his market share?
6. Describe various bases of segmenting the consumer markets. Give suitable examples.
7. Write short notes on any two
 - a. Internet marketing
 - b. Market research process
 - c. Selling Vs Marketing
