

Seat Number of Candidate: _____

Savitribai Phule Pune University, Department of Management Sciences (PUMBA)
MBA, Trimester – II , External Assessment Examination, February, 2017
201 MARKETING MANAGEMENT

Maximum Marks: 50

Time: 2.5 Hrs

SECTION-I (25 marks)

Instructions for students - Answer any two questions from Question No. 1, 2, 3 and 4 for 10 marks each. Question No. 4 is compulsory and is for 5 marks.

Q.1. Futura dominated the game console business with their cartridge-based console gaming system. However they lost their dominance to Hi- Tech PlayStation. After 6 years Futura launched its home video game console: Futura- 6, to compete with the Cool Tech ibox and Hi Tech Play Station . Futura- 6 had a video game controller was a stubby rod that a gamer could manipulate with one hand. It enabled the creation of games that mimicked real-world movements like throwing, hitting, or aiming.

Hi- Tech had a market share of 66% while Cool Tech had 22%. Squeezed in-between these two aggressive competitors, Futura had to think through how to fight back.

Question .Discuss the market entry and growth strategies the company can adopt to be successful in this highly competitive market.(Pl make and state necessary assumptions).

Q.2.Explain the role of 4P's in product differentiation.

Q.3.Explain the GE McKinsey Matrix with relevant examples.

Q.4. Write short notes on any 1 of the following:

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

SECTION-II (25 marks)

Instructions for students Answer any two questions from Question No. 1, 2 and 3 for 10 marks each. Question No. 4 is compulsory for 5 marks.

1. "Product sales pass through distinct stages, each posing different challenges, opportunities, and problems to the seller" Explain.
2. What are market follower's strategies in competitive market explain with examples?
3. Explain Porter's Five Forces Model with example.
4. Write note on any one
 - a. Profitability Control
 - b. Sales force Efficiency
 - c. Marketing research