

**University of Pune**  
**Department of Management Sciences (PUMBA)**  
**201: Marketing Management**

Max. Marks: 50

Time : 2 ½ Hours

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**Note: Answer any five questions. Each question carries 10 marks.**

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1. The buyer of a drill is really buying a hole. Explain
2. You have been asked to launch a health beverage. How will you find segments for the product?
3. Discuss concepts of differentiation and positioning with practical examples
4. What is marketing plan and what should be its typical contents?
5. If you were asked to re-position NANO, how would you do it?
6. There are always low cost competitors. How do we fight them? Give practical examples
7. Write short notes on (any two):
  - i. Market myopia
  - ii. Need, want, demand
  - iii. Reasons for budgeting
  - iv. Delphi technique