

**University of Pune**  
**Department of Management Sciences**  
**MBA-BT Semester III**  
**Mid-Semester Exam October 2011**  
**306- Marketing Specialization II**

**Maximum Marks: 40 marks**

**Time: 2Hrs**

**Instructions:** All questions are compulsory

**Q1.** Mr. Arjun an emerging entrepreneur wants to start a business. He thought to start a business in organized retailing with retail mall. He decided and starts departmental store named Arjun Mall at Aundh in Pune. The competitors under this category are Shoppers Stop, Vishal Mega Mart, KK Bazaar, Big Bazaar, Central etc. In order to survive in such heavy competition Mr. Arjun wants help from you.

As a Marketing Manager of Arjun Mall, discuss and decide the marketing strategies specifically for Promotion of Arjun Mall. (20 Marks)

**Q2.** “Advertising expenses are usually wasteful, with no guarantee of enhanced sales or higher loyalty from among the target audience.” Do you agree with this statement? Present your view point.

(10 Marks)

**Q3.** Which of the various promotional tools would you emphasize if you were developing the promotion mix of the following products?

a. Fertilizer

b. Baby food

(10 Marks)