(Please write your Exam Roll No.) *Exam Roll No.* 03/1370 3917

END TERM EXAMINATION

SECOND SEMESTER [MBA] MAY-JUNE 2018

Paper Code: MS-106 ***Subject: Marketing Management***
MBA(FM)-106
(Batch 2017 Onwards)

Time: 3 Hours ***Maximum Marks: 75***

Note: Attempt any five questions.

Q1 Although many organizations claim to have embraced the marketing philosophy, several of them still have a long way to go in being truly market oriented. Explain what these organizations need to do to justify their claim of being market oriented. Give examples of two firms, which you would describe as market oriented. **(15)**

Q2 (a) Using the example of any firm operating in the Indian market, explain how its marketing mix is likely to differ in times of recession as compared to that in times of prosperity. **(7.5)**
(b) Discuss the criteria that may be used by a small, recently established snacks manufacturer in deciding which markets to target. **(7.5)**

Q3 (a) Using suitable examples, discuss how augmented product benefits often become expected benefits thereby pushing marketers to look for new points of differentiation Who benefits? **(7.5)**
(b) Discuss the pros and cons of the various branding strategies available to marketers. Which option would you advise for a company marketing soaps and shampoos now planning to launch a range of up-market perfumes? Why? **(7.5)**

Q4 (a) Discuss the effects of diverse organizational objectives on the organization's pricing policies. Use suitable examples to illustrate your answer. **(7.5)**
(b) Explain what is loss leader pricing, marginal cost pricing and price discrimination. Use one example each to illustrate. **(7.5)**

Q5 (a) "Perhaps the most significant role of channel intermediaries is to reconcile the differing needs of manufactures and consumers". Elaborate. **(7.5)**
(b) Briefly explain the key influences on channel design strategies. **(7.5)**

Q6 (a) Briefly discuss how the AIDA model can be a useful framework for setting promotional objectives and planning the promotional mix. **(7.5)**
(b) Explain how sales promotion tools can be used to further a push strategy or a pull strategy. Describe two sales promotion tools of each type. **(7.5)**

Q7 (a) Discuss why promotion and distribution strategies need to be modified for rural markets. Give examples of two firms that have successfully made adaptations in these two marketing mix elements for the rural markets. **(7.5)**
(b) Using the Swachh Bharat Abhiyan as an example, discuss how commercial marketing concepts and tools can be used for social marketing. **(7.5)**

Q8 Write short notes on **any two**:- **(7.5x2=15)**
(a) Advantages and risks of social media as a marketing tool
(b) Marketing analytics
(c) Challenges to green marketing

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