

SH - 434

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Seat No.	
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M.B.A. (Part - I) (Semester - II) (CBCS) (New)

Examination, December - 2017

MARKETING MANAGEMENT

Sub. Code: 68310/57112

Day and Date : Monday, 11 - 12 - 2017

Total Marks : 80

Time : 2.30 p.m. to 5.30 p.m.

- Instructions :**
- 1) Q. No. 1 and Q.No. 2 are compulsory.
 - 2) Attempt any two questions from Q.No.3,4 & 5.

Q1) Case Study:

[20]

Amit Verma, chemical engineer, developed a new detergent and started manufacturing and selling the detergent under the brand name 'Freshana'. He priced the detergent much lower than the other detergents available in the market. Because of his pricing strategy 'Freshana' became a popular brand and earn a good profit. With this success he developed a premium quality bathing soap. Although the cost of this soap was high, he priced it lower than the market price by maintaining low profit margin.

- a) Do you agree with the pricing decision of Mr. Amit Verma? Justify.
- b) Suggest an appropriate marketing plan to Mr. Amit Verma.

Q2) Kolhapuri chappals are hand-crafted leather footwear manufactured in and around Kolhapur. These chappals have gone through various innovations in the last decade, and have gained popularity across India and the world. Analyse the marketing environment for the Kolhapuri Chappal Industry and suggest a marketing strategy.

[20]

Q3) a) Choose any company of your choice and explain its product mix.

[10]

- b) How can the study of consumer behavior assist marketers in segmenting markets and positioning products?

[10]

P.T.O.

Q4) a) Explain the major considerations in the selection of a distribution channel for consumer products. Give examples. [10]

b) Suggest a consumer promotion programme to support the launch of a breakfast cereal in the Indian market. [10]

Q5) Write short notes (Attempt any 4):

[20]

- a) Service marketing.
- b) Differentiation between selling and marketing.
- c) Product Life Cycle.
- d) Functions of Packaging.
- e) 5M's of advertising.
- f) Supply Chain Management.

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