

**Regu. E - 773**

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**M.B.A. (Part - I) (Semester - II) Examination, May - 2014**

**MARKETING MANAGEMENT (Paper - IX)**

**Sub. Code : 48328**

**Day and Date : Friday, 23 - 05 - 2014**

**Total Marks : 70**

**Time : 10.00 a.m. to 1.00 p.m.**

- Instructions :**
- 1) Q. 1 & Q. 5 are compulsory.**
  - 2) Attempt any two Questions from Q. 2 to Q. 4.**
  - 3) Figures to the right indicate full marks.**

**Q1) Case study.**

**[20]**

Mr. Ram Kapoor retired from the armed forces. A fine athletic & physical fitness enthusiast, Mr. Kapoor has been leading vigorous & active life. Mr. Kapoor has been planning to start a business in your city of his own after his retirement for a long time. He had always felt concerned about the low standards of physical fitness and poor quality of food of an average people. During his participation in sport meets abroad, he saw that the foreigners were well organized in this field. Mr. Kapoor feels that running a gymnasium and health centre would offer a good business opportunity, bedside fulfilling an important need of the society at large. He has seen pictures of ultra modern gymnasium & read about complete health centers facilities which exist in Metro cite.

Mr. Kapoor is planning to establish similar facilities in your city. He would initially cater to the needs of company executive and businessman. He would later extend the scope of these ventures to include housewives and working women too. He is optimistic that the hectic life-style of present-day business people and growing consciousness about good health, he would be able to attract a substantial clientele, He is, however, aware of the heavy financial investment required for this project and would like to be careful before taking any long term decision in this regards.

He would like to estimate the possible demand for this type of service and an indication of the financial returns that he can accept.

**P.T.O.**

**Questions for Discussions**

- a) "As a Marketing Officer, you must have a good understanding of the Customer satisfaction, Customer Retention, and Competition" Analyze the case and justify your answer from the standpoint of Consumer buying Behavior with reference to above case.
- b) According to you, what benefits will consumers are looking out for in gymnasium and health centre? Suggest step- by-step procedures to estimates the Market Demand for this type of activity & also customer's attitude towards the business idea.
- Q2)** a) Define marketing management and discuss in brief the importance and core concepts of marketing in modern world. [8]
- b) What do you mean by marketing environment? Describe the macro environment factors of marketing. [7]
- Q3)** a) What do you understand by the term consumer behaviour ? Explain the various factors which affect the consumer buying behaviour. [8]
- b) What is market segmentation ? What criteria or bases used for segmenting a market ? Give examples. [7]
- Q4)** a) What is the meaning of Marketing Mix? Explain in brief its ingredients or inputs. In what way marketing mix concept help the marketing firms? [8]
- b) What do mean by pricing decisions? Describe their objectives and methods [7]
- Q5)** Write short notes on (Any four) [20]
- a) Company orientation towards market place
- b) Sales promotion
- c) Product Life Cycle
- d) Product positioning
- e) Marketing Planning Process
- f) 5M's of Advertising.

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