

<b>Seat No.</b>	
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**M.B.A. (Part - I) ( Sem. –II) Examination, 2010**  
**MARKETING MANAGEMENT**  
**(New Course) (Paper – IX)**

Day and Date : Thursday, 18-11-2010  
Time: 10.30 a.m. to 1.30 p.m.

Total Marks : 70

**Instructions :** 1) *Question numbers 1 and 5 are compulsory*  
2) *Solve **any two** questions from **question numbers 2 to 4.***  
3) *Figures to the **right** indicate marks for the questions.*

1. Read the following case and answer the questions given below the case :  
Hotel Surya International a five star hotel in New Delhi, was established in 2000, as there was great demand for five star hotels in New Delhi a capital city of India.

However, over the years, the hotel faced with a falling demand curve, hired the services of a consultancy firm in Mumbai. The management is caught in a dilemma. The consultancy firm recommends price cuts, on the one hand, and aggressive advertising on the other. To compound matters, competition is building up in the market.

**Questions :**

- 1) If you were the CEO, what steps would you have taken to overcome this problem?  
2) Do you agree with the recommendations given by management consultancy firm?

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2. A) What is marketing of services? Discuss the importance of marketing in service sector. 8  
B) Elaborate in brief marketing planning process for a detergent cake and power manufacturing company. 7
3. A) Define consumer behavior. Explain the factors influencing consumer behavior. 8  
B) What is product? Discuss the factors influencing product line decisions. 7
4. A) Define personal selling. Explain the process of personal selling. 8  
B) What is advertising? Elaborate 5M's of advertising management. 7
5. Write notes on **any four** :
  - a) Characteristics of service.
  - b) Product positioning.
  - c) Application of Marketing Research.
  - d) Branding.
  - e) Importance of sales promotion.
  - f) Types of distribution channels. 20

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